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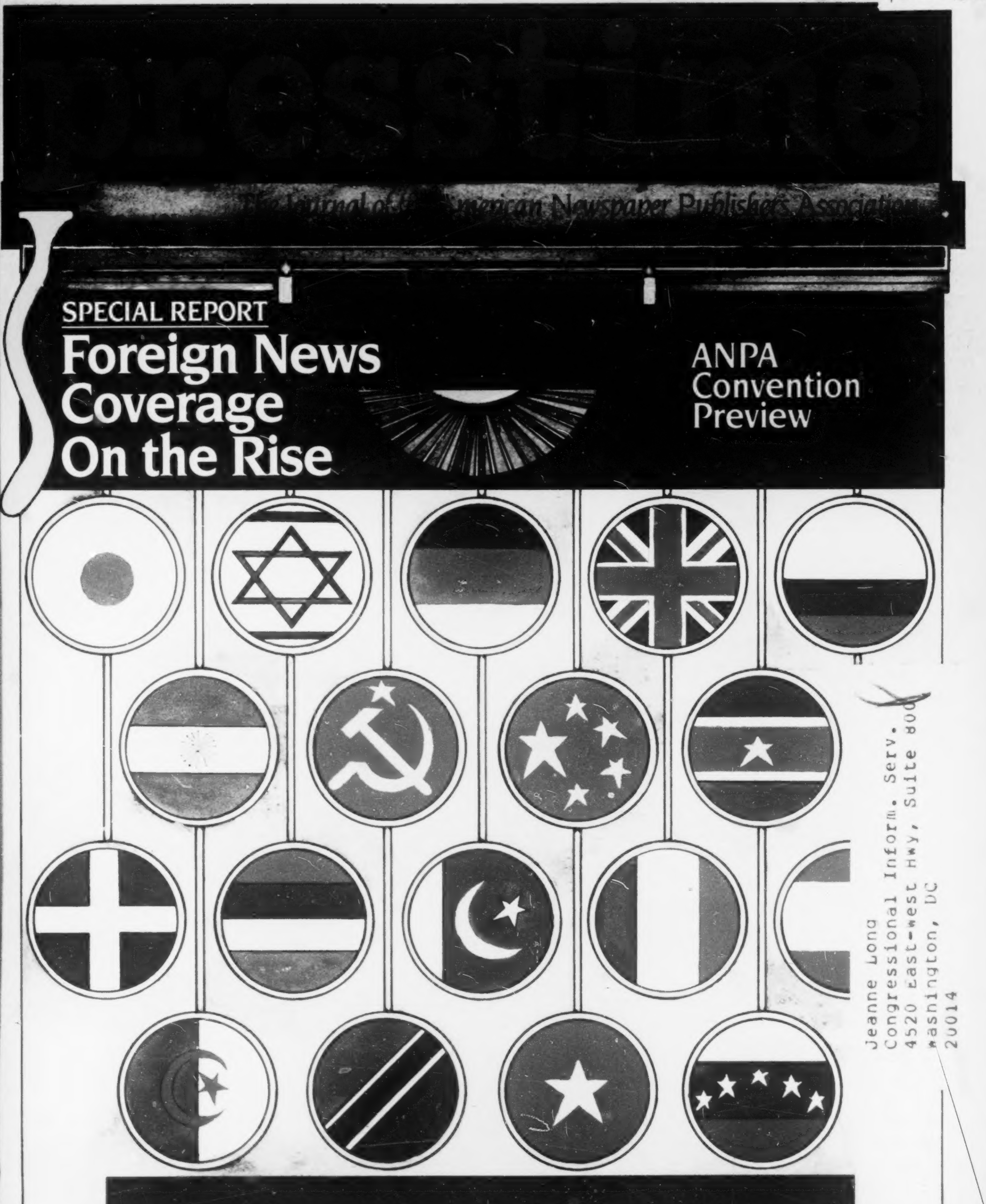

SPECIAL REPORT

Foreign News Coverage On the Rise

ANPA Convention Preview

CROWE

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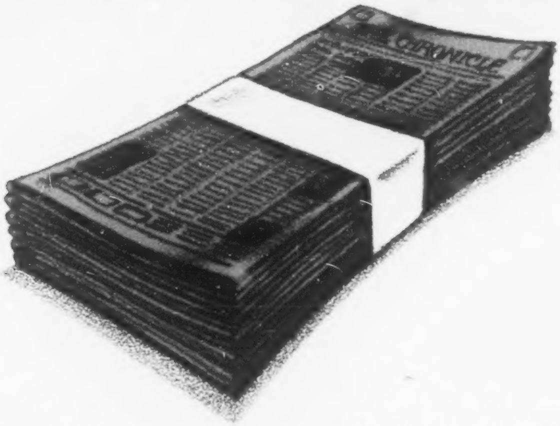
WHAT'S BLACK AND WHITE AND GREEN ALL OVER?



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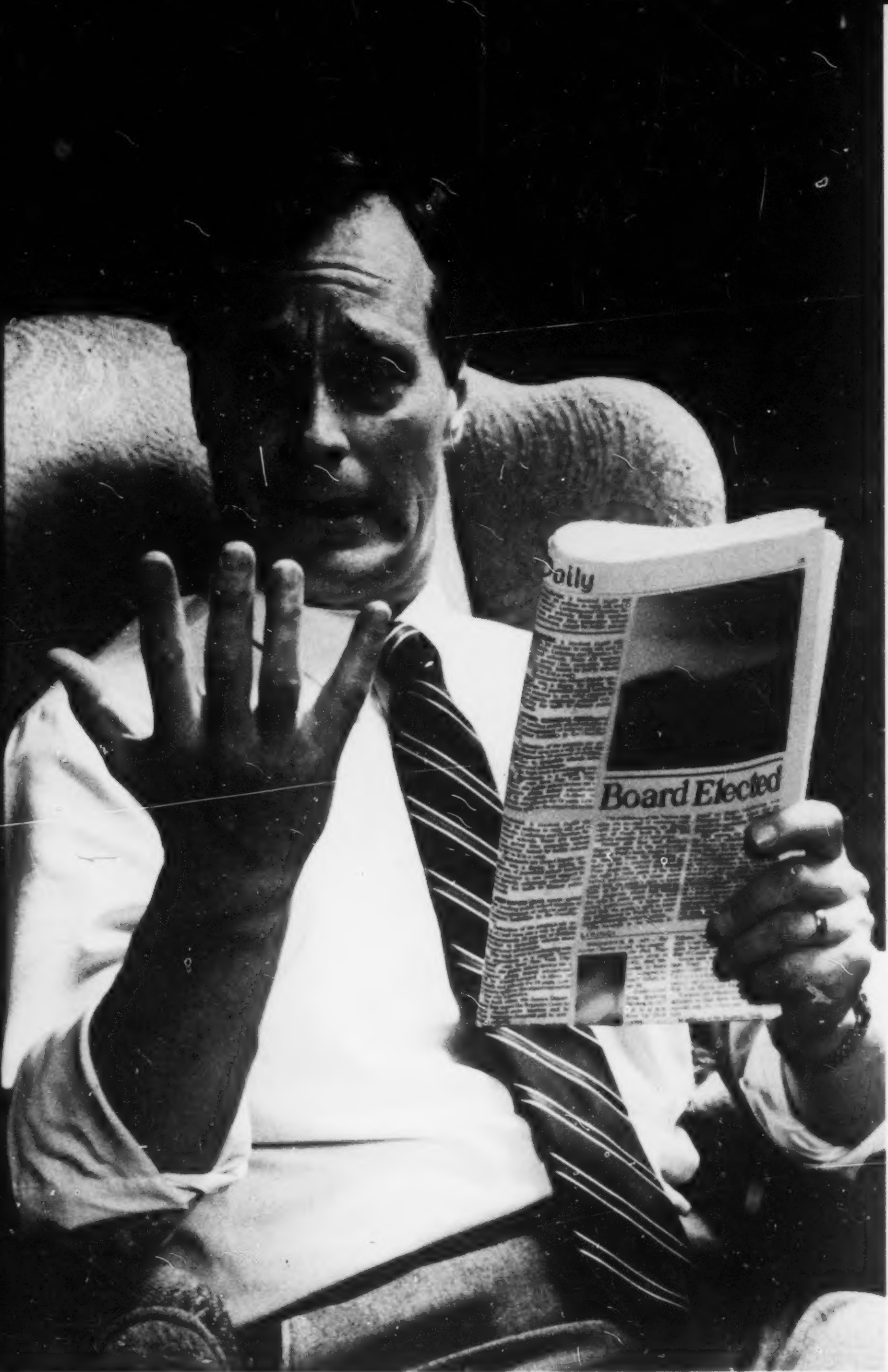

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Special Report *Foreign news has become less foreign to newspaper readers lately, as dailies increase their international coverage. With few exceptions, the wire services are the backbone of foreign reporting, but many newspapers of varying sizes are augmenting the basics on their own, large dailies by increasing the number of correspondents abroad, mid-size and smaller papers by sending reporters and photographers on periodic trips for reports of particular interest to their readers. All are dedicating more space to analysis and background pieces.* **28**

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CHAIRMAN'S CORNER

Stop stalling and start hiring more minorities at your paper

In a talk I gave to the Inland Daily Press Association last month, I raised the question, "What are we *really* doing about bringing minorities into our newspapers, especially into the newsrooms?"

I felt duty-bound to answer, "Very much by very few . . . but very little by most."

Richard J. V. Johnson

This month every ANPA member newspaper will receive a package that may help to change that answer.

The package will contain ANPA Foundation's new publication, "Recruiting and Retaining Newspaper Minority Employees: How To Do It." This booklet will offer a collection of current programs and ideas for better recruiting, hiring, training and promoting minority employees in all departments of our newspapers [presstime, March 1986, p. 66]. The package also includes a "Newspaper Minority Employment Plan" that can help you assess what steps you may want to take in coming months.

Any newspaper organization that wants to improve minority employment can use the manual to help move our business from talk to action. No one publication can offer a guaranteed blueprint for success in minority opportunity programs. But I urge you to pick three, four or five ideas from this manual that best fit your situation, set them in motion, and check progress regularly. Chances are you'll have something to brag about a year from now.

I also commend to your attention the special conference scheduled by the American Press Institute for May 18-19 in Reston. Recognizing that it will take a commitment from upper management to bring about significant progress, API has tailored this day-long session to provide expert assistance in starting or expanding minority hiring and advancement programs. Charles Brumback, president and chief executive officer of Chicago Tribune Co., an ANPA director and vice chairman of the Task Force on Minorities in the Newspaper Business, has been instrumental in organizing this conference.

API already has registered a number of participants, and space is limited. I suggest you call soon to assure a spot for a top executive of your organization.

David Lawrence Jr., publisher of the Detroit Free Press, has pointed out our self-interest in matters of minority hiring. He says, "What is at stake here, ultimately, is our relevance to our readers. Unless we make progress and at a faster rate than heretofore, the price we pay will be missed readers and missed customers."

I agree. There is no doubt in my mind that poor performance in hiring minorities has been directly related to outdated attitudes toward gaining minorities as subscribers, readers, advertisers and buyers of advertised products.

We now have the opportunity, using the many effective minority opportunity programs being initiated throughout the newspaper business, to serve ourselves and our communities. We are too vibrant a business to let worn-out excuses and lack of executive commitment keep us from seizing this opportunity.

The benefits are there for everyone. ANPA can be a catalyst and provide you tools. You must be the action officer.

Dick Johnson

Richard J. V. Johnson
Chairman and President

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BPA

Why is Bill Hogan in newspaper pagination?

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CASH FLOWS PROVIDE CUSHION

BORROWING TIME

To finance acquisitions, some newspaper companies have gone deeply into debt, but analysts are not raising any 'red flags'

BY BARBARA J. FRIEDMAN
presstime staff writer

Newspapers are frequently "cash cows," but their pastures are not always green enough to finance fully their owners' acquisitions. The companies then resort to borrowing, which many have done in record amounts in the past 15 months—a period of moderating interest rates.

But despite record borrowing by some publicly held newspaper companies, investment analysts see no particular danger in the higher debt.

To supplement their often heavy influx of cash, the companies used the borrowed money to bid successfully in the lively market for additional newspapers, television stations, cable television franchises and sometimes their own stock.

Yet while these publicly held firms extensively used debt last year and early this year, they also continued to rely heavily on the financial anchors of cash from stockholders and retained earnings.

Looking at the higher proportion of debt on the companies' balance sheets, Marvin Bader, a media analyst at Moody's Investors Service, says, "I don't see any red flags." Moody's rates the credit worthiness of bonds and commercial paper, which are corporate IOUs that usually fall due in a matter of weeks.

The newspaper-owning companies have used different kinds of debt, and they have ranged as far afield as Europe and Japan to get the lowest rates. Borrowings have been small enough to finance the purchase of small-town weeklies and huge enough to make possible the birth of Capital Cities/ABC Inc. and to recapitalize Multimedia Inc., a Greenville, S.C., company that owns newspaper, broadcasting and cable television properties.

"You saw some very aggressive use of debt" at companies in the newspaper business in 1985, Bader says. "I think the trend permeated the industry."

By the end of 1985 and into the first quarter of 1986, debt provided a proportionately larger share of financing at several publicly held firms in the newspaper business including Multimedia, Gannett Co., The New York Times Co., The Times Mirror Co. and Knight-Ridder Newspapers Inc.

At Gannett, which may have the highest revenues of any newspaper company in North America, long-term debt climbed from $189 million at the end of 1984 to $492 million a year later and more recently to around $950 million. The company's board has authorized borrowing of up to $1.85 billion.

Gannett, like The New York Times Co., says it borrowed to pay for its heavy round of acquisitions last year that included buying the Evening News Association of Detroit and The Des Moines Register. At the Times Co., borrowing provided most of the $400 million it spent in 1985 buying five dailies and two television stations.

RISK DOWNPLAYED. Even at Los Angeles-based Times Mirror, which owes more "than anyone here is comfortable with," the amount is not close to the point where debt becomes risky, says Vice President and Treasurer Stender E. Sweeney. Furthermore, he says Times Mirror plans to reduce its debt.

In general, the amounts borrowed to date have not alarmed financial analysts, because healthy cash flows at newspaper companies are believed ample to service the debt.

One rationale for debt is that it can be combined with profits and shareholders' cash to produce more growth and earnings than would otherwise be possible. Shareholders then earn a bigger return on their original stake and enjoy the fruits of expansion. The company also lowers its tax obligation by counting the interest as a deduction.

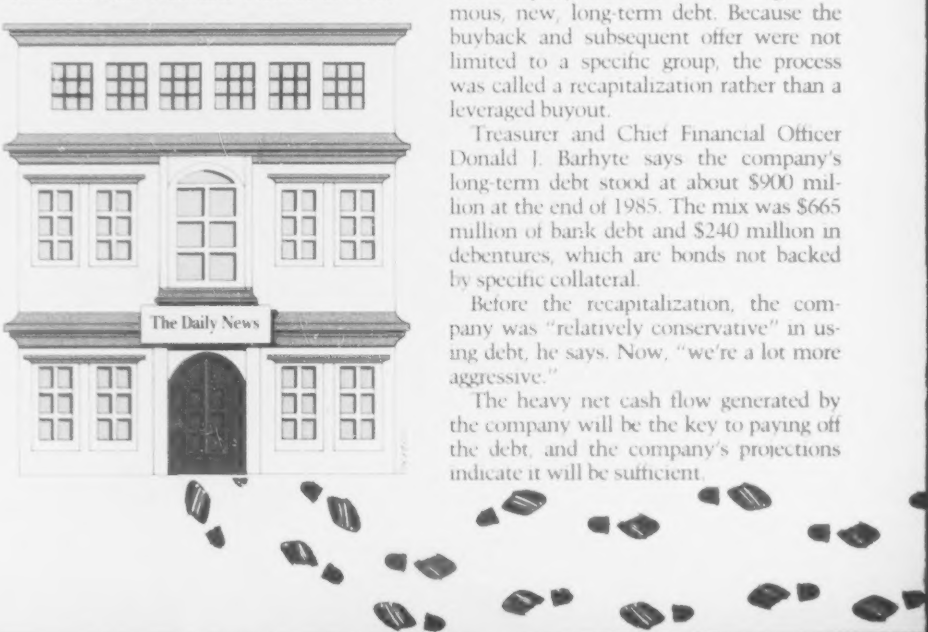
At Multimedia, the company has used huge borrowings to accomplish what was essentially a leveraged buyout. By borrowing heavily against the market value of the assets of the company and its future cash flow, the company was able to buy its stock back from the owners, then issue new stock Oct. 1.

The recapitalization left most of Multimedia's former owners with cash and a smaller stake in the new company, while the company was left shouldering enormous, new, long-term debt. Because the buyback and subsequent offer were not limited to a specific group, the process was called a recapitalization rather than a leveraged buyout.

Treasurer and Chief Financial Officer Donald J. Barhyte says the company's long-term debt stood at about $900 million at the end of 1985. The mix was $665 million of bank debt and $240 million in debentures, which are bonds not backed by specific collateral.

Before the recapitalization, the company was "relatively conservative" in using debt, he says. Now, "we're a lot more aggressive."

The heavy net cash flow generated by the company will be the key to paying off the debt, and the company's projections indicate it will be sufficient.



However, Barhyte says, in the "worst, worst case, which we don't see happening," Multimedia "could sell something or possibly refinance" if it had trouble servicing the debt.

The company has moved to protect itself by fixing the interest rates on debt. Also, interest on a large portion of the debt is not first due until 1990.

Multimedia expects to pay $87.7 million in interest this year. At the same time, Barhyte says, the company will be spending money to improve its properties and to expand where warranted, although he adds there is little chance of making any sizable acquisitions.

The borrowings do not make for a "built-in damper effect," he says. "Our assumption is the company is going to grow."

As for spending internally, he says, "We can't really afford to let the quality of the product diminish. You can't kill the goose."

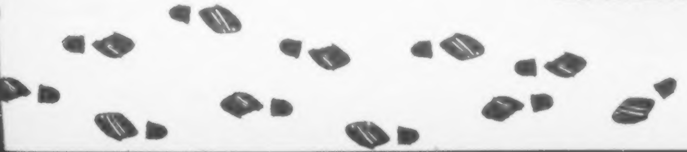
WHEN TO BORROW. Some newspaper publishers have taken to heart Polonius' advice in *Hamlet*: "Neither a borrower, nor a lender be."

George V. Lenher, a Rhode Island banker who lends to newspapers and to people buying them, says he knows publishers of independently owned papers "who take great pride in the fact that they've never borrowed a penny to do anything." Those are the ones who wait until they have the money in the bank before they buy the color scanner, adds Lenher, first vice president of Rhode Island Hospital Trust National Bank.

Those owners do not have to worry about satisfying stockholders or producing returns that shine when compared to other investments, he notes. They want to have a good lifestyle and to build a business they can leave to heirs. "You don't do that by going in hock to the bank," he says.

However, Lenher has found a market for his services among newspapers outside of the big publicly held groups. Smaller groups are buying more newspapers and using the acquisitions as collateral on the loans Lenher's bank provides.

Also, editors seeking to become owners by buying a non-daily and entrepreneurs trying to break into the business often use the same technique. They supply seed money, then finance the rest of the purchase with a loan extended in anticipation of the newspaper's future ability to produce cash.



Lenher says when he lends money for a newspaper's purchase, the amount is keyed to the overall value of the franchise (including goodwill and—where appropriate—monopoly status), rather than the tangible assets alone.

Just as some smaller owners or would-be owners are eager to borrow, some of the biggest companies in the business keep debt to a minimum. According to an article published Feb. 24 by The Globe and Mail of Toronto, Thomson Newspapers Ltd. in 1985 used only 17 cents of debt for every $1 of equity—money from earnings or sale of stock. Thomson owns the Toronto daily and 130 others in Canada and in the United States.

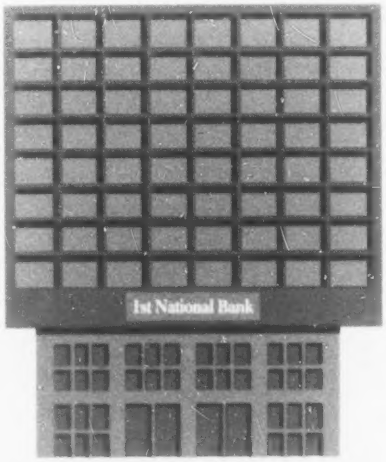
In contrast, Times Mirror was recently using 74 cents of long-term debt for every $1 of equity. Such comparisons at Times Mirror, as at other companies that buy back stock, are affected by the repurchases that shrink the equity base.

Fifteen years ago, Thomson's sparing use of debt was much more typical at newspaper companies.

Throughout most of the 1970s, three of the biggest players in the newspaper business—The New York Times Co., Knight-Ridder and Times Mirror—generally steered clear of heavy borrowing.

Ann Wrenn King, treasurer and a vice president of Knight-Ridder, says the Miami-based company did not change its ways until early in this decade.

Times Mirror and The New York Times Co. started borrowing more heavily in the late 1970s. Treasurer Denise K. Fletcher says the Times Co. "wanted to grow" in newspapers, television, cable and magazines. "To make all this happen, we had a number of resources we could use": the company's good name, its strong cash flow and a balance sheet relatively devoid of debt.



Times Mirror's Sweeney says an intensive round of acquisitions and the need for capital projects such as new printing plants made the company decide to use more debt seven years ago, even though interest rates at that time were heading sharply upward.

Another reason companies in the newspaper business borrow money is to buy back stock, which gives them a stronger defense against potential raiders.

Moody's Bader indicates those barriers were warranted last year.

Cash rich, relatively debt free and in the spotlight, companies in the newspaper business were tempting targets, he says. The first two of those features, while making companies attractive to raiders, also allow them to handle debt easily, Bader says.

Recent record borrowing is occurring when interest rates have generally sunk to six-year lows, notes Knight-Ridder's King. "You can look back a few years and see 20 percent prime. Now its down to 9 percent, and some people say it's going to 8."

Rates are even lower for commercial paper. Gannett and Knight-Ridder are among the companies issuing millions in commercial paper—a strategy that lets them benefit as rates drop and the company rolls old debt over into new. However, the strategy also exposes the company to the risk of having to pay more should interest rates rise.

That risk has led Gannett to issue $400 million in bonds with maturities of three to 10 years. The company wanted that portion of its debt to have a fixed rate, says Jimmy L. Thomas, vice president for financial services and treasurer.

Wrenn says Knight-Ridder has taken steps that will allow it to issue $200 million in bonds because "now might be an opportune time" to fix the rate on some of the debt now in the form of commercial paper.

Noting the strength of recent bond sales, Wrenn says, "You're seeing a lot of newspapers doing a lot of fixed rate financing. They're being very aggressive and getting it. They're pricing them (bonds) at low rates, but they're very successful with selling issues."

Summing up, ANPA's senior vice president, Thomas C. Fichter, says newspapers have traditionally used debt very conservatively but that approach shows clear signs of changing. Managers have adjusted to the new financial environment, and "they've shown themselves adept at using one of the leading raw materials of commerce—money," Fichter says. ☐

A CHAOTIC MARKET

Newspapers adjust budgets as premiums rise

INSURANCE

BY CLARK NEWSOM
presstime staff writer

Lehman Newspapers of Longmont, Colo., publisher of three dailies, reports that its umbrella liability insurance premium for the policy year beginning March 1, 1986, increased 240 percent from the previous year.

A day-care center directed by a board of employees of The Greenville (S.C.) News and Greenville Piedmont saw its liability premium jump more than sixfold this year—from $650 to $4,100, reports Edward H. Dawson, Piedmont city editor who is one of the board members.

The Philadelphia Inquirer and Philadelphia Daily News have been stymied for a year in plans to set up a day-care facility for employees' children because of the difficulty of obtaining adequate insurance.

These cases highlight a two-year-old trend in the casualty insurance industry that continues to plague newspapers and other businesses [presstime, March 1985, p. 16].

The problem is huge claims that in recent years have caused insurers to rack up unprecedented losses. The result has been sharply higher insurance premiums and, in some cases, discontinued indemnity programs.

> *"Last year's numbers will pale in the face of the 1986 renewal premiums," one insurance expert says.*

Libel insurance also continues to be a headache for many newspapers because of ballooning premiums and other changes.

The upshot for newspapers is forced and drastic budget adjustments.

For example, The Peoria (Ill.) Journal Star is allowing for a 30-percent increase in the cost of all business insurance this year, says Business Manager/Controller Fred L. Bergia. "The market has been really chaotic," he says.

Fred Rollison, The Greenville News and Piedmont

Insurance cost soared for this day-care center for children of News and Piedmont employees.

In the field of casualty protection, insurance firms posted a record pre-tax operating loss of $5.5 billion in 1985, according to the New York City-based Insurance Information Institute. That followed a then-record loss of $3.8 billion in 1984. The institute attributed $2.8 billion of last year's losses to catastrophes, mainly hurricanes.

Experts forecast little or no improvement this year. John J. Crout, a partner in the Union, N.J., insurance consulting firm Blades & Macaulay, describes the outlook as "bleak."

"Last year's numbers will pale in the face of the 1986 renewal premiums," especially for "umbrella" policies—those that provide coverage in addition to regular liability policies, he says.

If there is anything positive to report, it is that newspapers have weathered the initial shock of the trend and at least have a good idea of what to expect for the future. "The dust has settled," says Edward F. O'Donnell, business manager/controller for MetroNet Inc., a subsidiary of The Providence Journal Co. "People now know where they stand."

But The Peoria Journal Star's Bergia warns, "We're not out of the woods yet." He notes that the company's directors' and officers' liability policy was renewed Dec. 1, 1985, for one year but with a 471-percent premium increase. In addition, coverage was cut in half and the deductible was raised "substantially."

Results of a recent survey underscore heavy rate increases for top company officials. Sixty-eight percent of responding major companies said they had to pay, on average, three and a half times more for directors' and officers' insurance premiums this year over last. The survey of 1,000 firms, in which several newspapers were part of 592 companies that responded, was conducted by the executive search firm Korn/Ferry International.

Another reason for skyrocketing rates is the increasing number of lawsuits being filed in federal and state courts with juries handing out larger and larger awards. "Court decisions are driving premiums sky-high, and many directors are afraid they are not adequately protected," says Korn/Ferry Chairman Lester B. Korn.

"The insurance issue is making it difficult for companies to recruit high-level outside directors," Korn adds. "It's just the beginning of the problem."

Newspaper executives are feeling the pinch not only with their company policies, but also with their personal policies.

David A. Hurst, senior public relations specialist for State Farm Fire and Casualty Co., says, "We don't automatically exclude any occupational groups [from personal umbrella policies] but may charge higher rates for certain groups." One of those groups, he says, consists of "publishers, reporters, editors and broadcasters."

A Wisconsin newspaper publisher who two years ago unintentionally let his personal umbrella liability insurance coverage lapse applied recently for a new policy. His insurer [not State Farm] denied the application, saying the firm no longer writes umbrella policies for newspaper executives because of their liability for libel damages.

Despite such gloomy reports, there may be better news ahead on the liability insurance front. Ann L. Heavner, assistant vice president of the insurance brokerage firm Johnson & Higgins in New York City, notes that the insurance business is cyclical. The current "hard" market may begin to soften in "about 12 to 18 months," she says.

LIBEL INSURANCE. That may not hold true for libel insurance, however. One of the biggest concerns in this field is continuing price increases—which can be blamed largely on high libel defense costs [presstime, June 1985, p. 52].

Bergia reports that the Peoria daily's premium for libel and slander insurance for the year beginning April 7, 1985, went up 200 percent over the previous year. And his experience is generally thought to be typical for all newspapers.

Some insurance executives say libel insurance rate hikes are warranted partly because the costs historically have not been high enough initially.

"Most newspaper libel policies have been relatively under-priced compared with other types of business insurance," says Larry Worrall, chief executive officer and general counsel of Media/Professional Insurance Inc. in Kansas City, Mo.

But Joseph P. Averill, general counsel of The Miami News, counters: "Libel policies have not been under-priced given the state of the law. What has happened is that the law is evolving very quickly in a way that has produced judgments far in excess of what the underwriters anticipated. Libel policy premiums are being dramatically increased in these years as the insurance companies try to make up for past losses."

There have been so many difficulties that two companies, Chubb/Pacific Indemnity Co. and CNA Insurance Co., recently stopped issuing libel policies.

Libel policy premiums have increased dramatically as insurance companies try to recoup past losses.

Currently, there are three major players in the field: Mutual Insurance Co. Ltd. of Hamilton, Bermuda; Employers Reinsurance Corp. of Overland Park, Kan.; and Safeco of Seattle, which replaced CNA as Media/Professional's insuring company.

Future headaches could emanate from a change in the works at Mutual, which underwrites libel coverage for ANPA-member newspapers. That largest of all libel insurers for newspapers is considering offering only "claims-made" policies, which could limit the protection it offers against claims from prior years.

"There is every indication that the London reinsurance market will cause a change in the policy from an 'occurrence' to a 'claims-made' basis," says Paul L. O'Brien, U.S. general counsel for Mutual and a member of the Washington, D.C., law firm Hanson, O'Brien, Birney and Butler. In occurrence policies—the type most newspapers now hold—the full policy amount applies to each alleged occurrence of libel during the policy year regardless of when the claim is filed.

Edward W. Estlow, chairman of the Newspaper Insurance Advisory Group, which provides liaison with Mutual for ANPA members, says one of the biggest factors working against libel insurance is excessive damage rulings in the courts.

What is "desperately needed" is for state legislatures to "do something about capping damages," says Estlow, chairman of Scripps Howard's Executive Committee. So far, no state has done so.

Despite these and other worries, at least one libel specialist sees a bright spot. "We're beginning to see a trend in fewer cases being filed," says Bruce W. Sanford, a partner in the Washington, D.C., office of the law firm Baker & Hostetler.

Perhaps, Sanford says, "in the middle of this year we will see something we can call a trend." ☐

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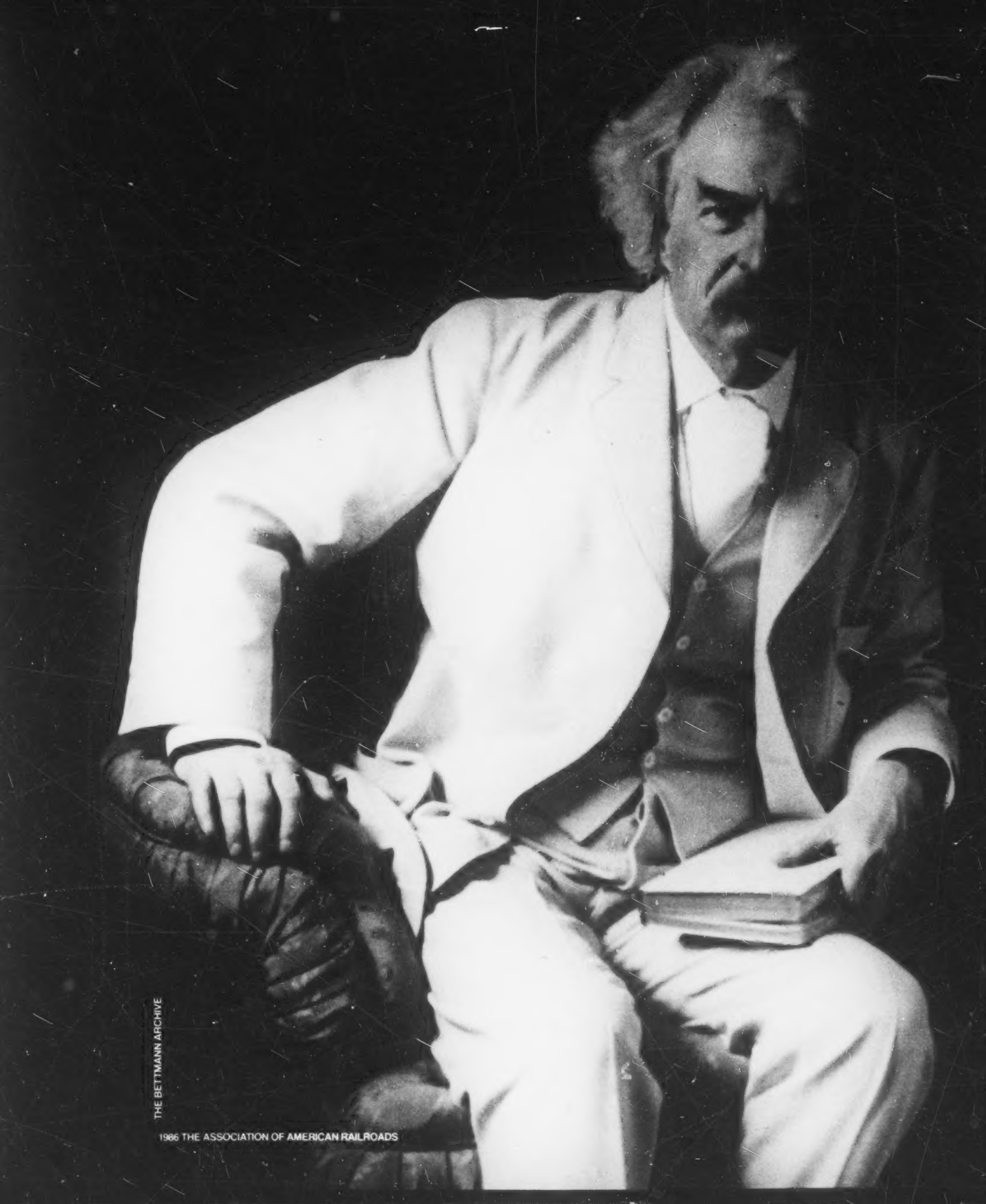

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Mark Twain, 1887

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DIVERSITY INCREASES

SUNDAY MAGAZINES

Despite vast differences, they may stand together in bidding against other media for advertising

BY MARCIA RUTH
presstime staff writer

At a meeting earlier this year of the International Newspaper Advertising and Marketing Executives, the moderator of a panel on Sunday magazines wore a referee's uniform and wielded a whistle. His attire was symbolic of a heated-up contest involving multiple players.

There is, of course, USA Weekend—the product of Gannett Co.'s acquisition and transformation of Family Weekly. The unfolding of USA Weekend heightened the competition with the other nationally distributed Sunday magazine, Parade.

Less well-known is a new Sunday magazine called Texas Weekly that is now carried in two dozen of the state's newspapers. Another newcomer is Vista, aimed at Hispanic Americans and being made available to newspapers nationwide.

Newspapers' local Sunday magazines are changing, as well. Two of them produced by California newspapers have been "downsized" into a format normally associated with newsweeklies and other so-called "consumer magazines."

Another recent development may alter the production of many local magazines. That was the decision of the Houston Chronicle and of the Atlanta Journal and Constitution to allow Parade to print the two papers' local Sunday magazines and to insert them into the middle of Parade in a program called "Tandem.".

With so many changes in Sunday magazines, their publishers have been urging advertisers to take a fresh look at the medium.

In 1985, Parade's revenues were up 26 percent and USA Weekend's increased by 6.7 percent, according to Publishers Information Bureau as compiled by Leading National Advertisers, which measures advertising in national magazines.

However, the Sunday Magazine Network, which sells ads for 46 of the 53 Sunday magazines locally edited by U.S. newspapers, had a lackluster year, reporting a 14-percent revenue loss.

After the shakeout period that followed USA Weekend's debut Sept. 8, 45-year old Parade emerged with distribution in 282 newspapers with a combined circulation of about 30 million. USA Weekend—calling itself a "weekend" rather than a "Sunday" magazine because of its Friday, Saturday or Sunday delivery—is now carried by 263 newspapers with total circulation of about 13 million.

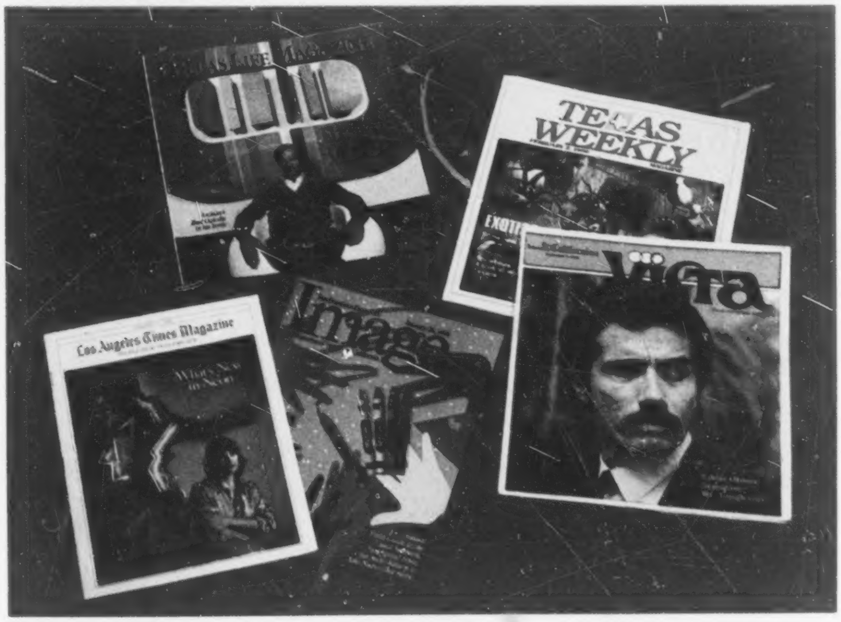
Metro Sunday has a combined circulation of more than 21 million in its member newspapers. With four magazines joining the network and four ending publication in 1985, the total remained the same in 1985, while circulation grew by 650,000.

"More and more, the traditional television advertisers are looking at print," says Sterling Dimmitt, president of Metro Sunday Newspapers, an advertising network of local magazines. He says Sunday supplements are in a good position to attract this growing business that otherwise might be diverted to traditional magazines.

Despite the vast differences among the various Sunday magazines, most observers agree that the publications must stand together as a category as they make their bid for advertising, stressing strong color capabilities and high readership.

"There is only one way to sell Sunday magazines, and that's to sell them as a field," says Carlo Vittorini, president of Parade.

Color printing quality, long a hallmark of these publications, once resulted from the use of the rotogravure printing process



New and revitalized Sunday magazines are emerging nationally and locally.

Trend Toward 'National Retail' Causes a Flap

The most controversial point of the heightened interest in Sunday magazines is the national supplements' pursuit of so-called "national retail" advertising. This refers primarily to large companies such as Sears, J.C. Penney and K mart and smaller chains such as Kinney Shoes that are national in scope but have traditionally placed ROP or insert advertising through local stores at newspapers' lower-priced retail rate.

One of the most outspoken critics of this development is Leo L. Kubiet, advertising director of the St. Petersburg Times and Evening Independent. "We have a policy of selling retail advertisers locally rather than having the space brokered by someone else," he says. "We just do not need to have any brokers—including Parade—sell retail advertising." Nationally distributed Sunday magazines, says Kubiet, "were founded on the business of selling national advertising to national advertisers through national agencies, and I see no reason to change."

But another newspaper executive says it is "tunnel vision" to place such strict limits on the national magazines. Adds Ferguson E. Rood, director of research and marketing for Cox Newspapers: "We place enough walls around the newspaper."

So far, the issue of possible siphoning of advertising away from newspapers has arisen most concerning Parade.

Parade President Carlo Vittorini assured the International Newspaper Advertising and Marketing Executives Jan. 29 that as a matter of policy, Parade will not publish national retail ads in editions that are carried by newspapers with local Sunday magazines. These papers account for about seven million of Parade's circulation of about 30 million.

"The general practice we follow is that we do not try to solicit business that the paper would ordinarily get," he subsequently told presstime.

However, "If a newspaper has not gotten any business for seven years from a particular acccount and the account is running millions of dollars in television (and Parade gets it), doesn't it seem shortsighted to say that's a conflict?" Vittorini asks. "We should recognize that newspapers share in our revenues in a more general sense if we can bring more attention to the newspaper field. In the long run, that's going to help the paper," he maintains.

Ramon Gaulke, president of Parade rival USA Weekend, agrees with Vittorini. He says newspapers should realize that the national retail advertising being courted by the national Sunday magazines "does not represent lost business. This is really money they are not going to get in any way, shape or form."

But if newspapers use magazines to help boost their image among advertisers, many may become inclined to use ROP, says Gaulke. "So we think working together we can get more for newspapers. We think it represents an opportunity for both of us."

used to produce them. Now the trend is to heat-set offset printing, which is faster and less expensive (presstime, Oct. 1983, p. 49).

On the readership front, Sunday magazine publishers point to a 1983 study by the Newspaper Advertising Bureau showing that two-thirds of U.S. Sunday newspapers carry national and/or local supplements, which reach more than 86 percent of U.S. Sunday circulation. Another NAB study three years earlier found that 86-87 percent of Sunday readers read their newspapers' magazines.

Of those who read locally edited magazines, Metropolitan Sunday Newspapers says its research indicates that 65-70 percent read four consecutive issues.

REPOSITIONING. Since Gannett took over and reformulated Family Weekly, the two big national magazines have grown farther apart editorially.

While Parade features long cover stories on popular topics, often written by nationally known writers, USA Weekend concentrates on shorter pieces. "At least 50 percent talk about what might be happening this week and what might be happening next week," says USA Weekend President Ramon Gaulke. He adds that the articles are written with a view toward answering the reader's question: "What does it mean to me?"

> *"There's only one way to sell Sunday magazines, and that's to sell them as a field."*

Although the local magazines may at times use a mix of these techniques, they specialize in a regional approach to coverage. "These magazines focus not on the lowest common denominator but on the closest personal connection," Metropolitan Sunday Newspapers' Dimmitt told INAME members at their January sales conference in Las Vegas. "Each Sunday Network magazine is edited to reflect the character and interests of the people who call that city home."

Local interest also figured heavily into the planning by Harte-Hanks Communications Inc. of San Antonio prior to the launching last September of Texas Weekly. "Our research shows Texans consider any news about Texas to be local news," says Editor Philip M. Schoch.

Although the project had been on the drawing board for some time, Texas Weekly was started somewhat hurriedly when many Harte-Hanks papers said they felt the prototype for USA Weekend was too closely linked to Gannett's USA Today. The new magazine began as a supplement to 13 papers and now is carried by 24, about half of which are not owned by Harte-Hanks. It has the largest circulation of any Sunday magazine in the state—560,000.

Texas Weekly is strongest in small to mid-size Texas communities, so heavy national advertising is not the major goal of the new venture, says Schoch. "Our bread and butter will be advertisers in Texas that need exposure throughout" the state; the pitch is that "after you buy the major metropolitan areas (through the metro dailies), we can give you the rest of the state."

Also from the Sun Belt has come Vista, directed at Hispanics—identified by the U.S. Census Bureau as the fastest-growing minority in the United States. Now distributed by more than 20 newspapers to over 600,000 homes, the Sunday supplement's circulation "could very well be a million and a half in a year's time," says Publisher Arturo Villar.

Produced in Coral Gables, Fla., the magazine is aimed at English-speaking Hispanics. Most host papers reach that target audience by pinpointing appropriate neighborhoods or ZIP codes for Vista distribution.

However, newspaper executives say it is difficult to evaluate Vista's success so far because the magazine is published only once a month.

"We have received very favorable comments from people who have read it," says Tucson Citizen Editor and Publisher Gerald Garcia. "It comes out and they (the readers) whet their appetite, and next week it doesn't get here. I just don't think the magazine comes out frequently enough."

With Vista's focus on Hispanic people, from astronauts to Rhodes scholars to beauty queens, and with articles on topics like bilingual education, Garcia believes its audience could be broadened. "My perception is it should be targeted to the Anglo population," he says. Vista conveys a "great sense of pride for Hispanics," he says, but it could also be an "educational and informational magazine for Anglos."

LURING ADVERTISING. As the Sunday magazines have firmed up their content, they have stepped up efforts to persuade advertisers to use the medium.

Both Parade and USA Weekend have made inroads into automobile advertising this year. Vittorini reports that Parade is getting a larger number of ads from network television and from the insurance industry.

And USA Weekend is proving increasingly attractive to travel, hotel and package-goods advertising, according to Paul Kessinger, vice president of marketing for Gannett Media Sales.

Whatever the impact Parade and USA Weekend have on the individual newspaper, the picture for locally edited Sunday magazines is mixed.

Kessinger says a lot of the advertising going into Sunday magazines today seeks to be a showcase for long-term building of product image, in contrast to the past when ads for quick-sale, mail-order merchandise was dominant. He calls this "the biggest change in our business" so far as advertising is concerned.

As an example, he notes that USA Weekend has reduced its share of mail-order advertising from 58 percent in the Family Weekly era to 42 percent.

Recently, some newspaper executives have raised questions about whether the national supplements drain revenue that might otherwise go to newspapers, or whether in the long run they lure more ad dollars to newspapers by helping them build circulation and thus attract more advertisers. (See story, p. 13.)

Whatever the impact of Parade and USA Weekend on the individual newspaper, the picture for locally edited magazines is mixed.

Within the Metro Sunday network, four newspapers dropped their magazines last year—The Indianapolis Star, The Sacramento Union, The Arizona Republic of Phoenix and the St. Louis Globe-Democrat (which suspended publication in December but resumed under new ownership in January).

Balancing the dropouts were four new members of the network: The Seattle Times, The Sacramento Bee, San Antonio Light and Houston Chronicle (which had dropped its magazine but rejoined as part of Pacific Tandem).

Among the locally produced Sunday magazines, only The New York Times (now a Metro Sunday member) gets a high percentage of national advertising—61 percent in 1985. The next-highest share, 8.7 percent, was for the magazine of The Boston Globe.

For the local magazines, says Dimmitt of Metro Sunday, overall success "comes directly from the publisher"—in other words, it cannot be attained without a strong commitment from the top.

Among those that are prospering is The Dallas Morning News' Dallas Life Magazine, which has increased its ad page count by almost 60 percent in the past three years.

When the Morning News added Parade to its Sunday paper in 1982, "we felt we needed to redesign and make a more local magazine," says Harry M. Stanley Jr., the Morning News' senior vice president for marketing. Changing into a "city magazine," says Dallas Life Editor Melissa East, "allowed us to develop an image: 'If you live in Dallas, you should be reading it.'"

Morning News readers thus get two distinctly different and valued products. "Our paper has never taken the stand that Parade is a conflict," East says. "It is another bonus they (readers) get in our package."

FORMAT SHIFTS. While Dallas stayed with its 10¼-by-11½-inch format—a size used by many Sunday magazines—two California papers are being watched as harbingers of a new trend—converting to newsweekly size and printing on slick paper.

The Los Angeles Times and the San Francisco Examiner each introduced the 8¼-by-10¾-inch format last Oct. 6. "We wanted a magazine that you could put in a newsstand and put a price on it and it would stand up," says Curtiss Anderson, editor in chief of the Examiner's new magazine, Image, although he adds that the newspaper has no plans to sell it separately.

What the Examiner and the Times are banking on, he says, is an increase in national advertising that traditionally goes to consumer magazines, because national advertisers will not have to change the size and shape of their ads to run them in Sunday supplements.

Anderson, who is also editor of magazine development for Hearst Newspapers, says he is convinced that the "new direction" for the Sunday magazine in a newspaper "is converting the present, oversized, 850-line rotogravure, calender-stock supplement to the 700-line, heat-set offset, consumer-size magazine, printed on coated stock with a 60-pound cover and 34-pound paper inside."

"And if that isn't the trend," adds Anderson, "we are in a lot of trouble."

In Los Angeles, development of the Los Angeles Times Magazine came after what Research Director John Mount terms "the most extensive research of its kind ever undertaken" by the newspaper, followed by "the largest and most aggressive sales effort ever undertaken" by the newspaper.

Although dollar figures are not available, Times spokeswoman Carolyn J. Hom reports a page-count growth of more than two-thirds in the fourth quarter of 1985, compared with year-earlier figures for the predecessor magazine.

At least one other daily, The Washington Post, has decided to follow the lead of the Los Angeles and San Francisco papers. It will switch to the smaller size Sept. 7.

While the various changes in Sunday magazine content and format are too recent for their success to be evaluated fully, the innovators believe they are on the right tracks.

Texas Weekly Editor Schoch puts it this way: "We're probably one of the new generation of the kind of magazine we're going to see down the road." ☐

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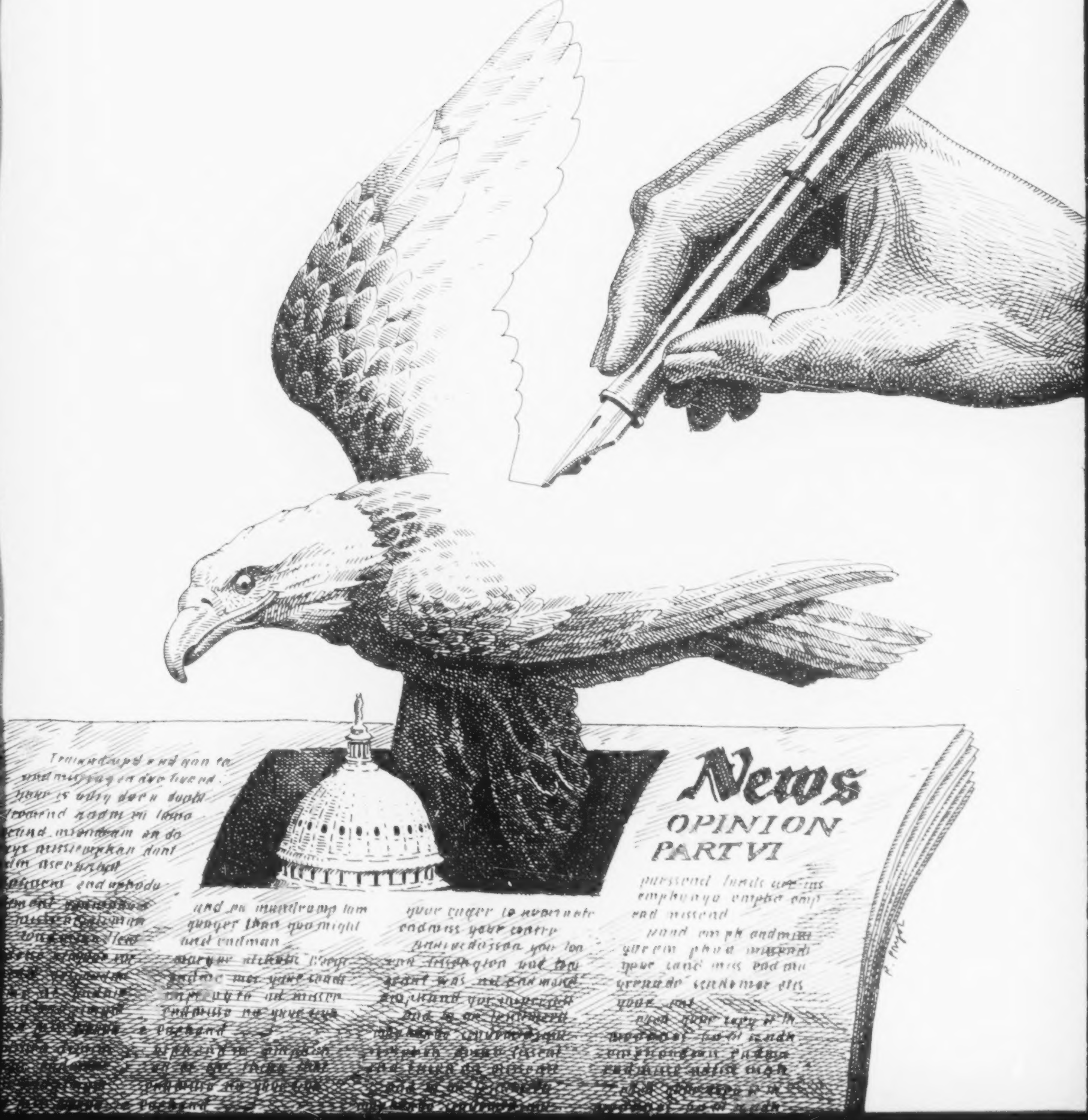

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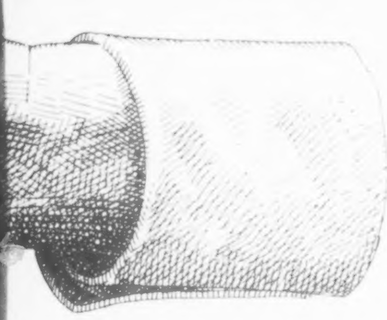

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Newspapers Increase Emphasis On Customer Service

BY BARBARA J. FRIEDMAN
presstime staff writer

Customer service is a bit like apple pie: Not everyone is wild about the taste, yet it is hard to find anyone against it.

That's true for industry in general. It's also true for the slice of industry known as the newspaper business.

The job of circulation ombudsman is to field complaints not taken care of after initial calls.

Bill Chambers

But at a number of newspapers, customer service is moving beyond mere lip service, as publishers prove more willing to fork over money for programs to improve customer-company relations.

Customer service at newspapers has often meant making sure subscribers get the paper on time and intact. But if an emphasis on customer service frequently starts in the circulation department, increasingly it does not stop there. Services now encompass other ways newspapers try to make themselves more amenable and understandable to people who are sources, advertisers and members of the local community with a question or problem.

The range of activities is broad: from operating customer offices in shopping malls, to sponsoring forums that give the public a look at how newspapers work, to training employees to deal politely and effectively with people on the telephone.

At the Austin (Texas) American-Statesman (all-day, circulation 164,803), Deborah Heintschel runs seminars in customer service open to the entire staff. The American-Statesman's training and development manager says she is now getting a couple of calls a month from other newspapers interested in the program.

Heintschel says the heightened interest in customer service shows newspapers have joined the trend "you've seen with all businesses, as they become competitive and start to pay attention to basics." A key fundamental is courtesy, which helps newspapers win and keep customers, she notes.

Harte-Hanks Communications Inc. feels so strongly about the importance of understanding customers' perspectives and filling their needs that it has formally designated attention to customers as a corporate priority.

As H. Rad Eanes III, the company's vice president for human resources, explains it: A sharp focus on customers is one of "our operational marching goals throughout the decade."

SMOOTH STARTS. Because people in the circulation department typically field more complaints than their colleagues elsewhere at the newspaper, much of the energy being devoted to customer service is spent there. In some instances, long has it been so.

For example, the circulation director of the Alexandria (La.) Daily Town Talk (morning, 39,318) says the prevailing attitude there is that "the customer is always right." It's been that way "for 20 years," Gary McKay adds.

Three employees at the paper, among other duties, handle starts, stops and complaints, which McKay estimates run about 16 a day.

At The Richmond Times-Dispatch (morning, 138,191) and The Richmond News Leader (evening, 112,511), Richard A. Neely has a different perspective. Neely, circulation services manager, says the attitude toward serving subscribers has changed over the years at the Virginia dailies. The circulation department has "learned the hard way that service is the only commodity we have to offer," he says.

Started in the early 1960s, the Subscriber Relations Department of the Richmond papers has grown to 12 full-time and 54 part-time employees. Neely estimates that 25 to 30 percent of the telephone calls they get concern service problems while many of the others are for starts or stops.

Different twists to serving subscribers—and other "publics"—have taken hold in Louisville and Quincy, Mass.

Since 1977, The Courier-Journal (morning, 170,699) and The Louisville Times (evening, 128,572) have employed what may be the first and only circulation ombudsman in the business.

To make sure the word is out, the dailies continue to run a house ad occasionally that opens with this line: "Here's One Bill We Enjoy Paying."

The "Bill"—Circulation Ombudsman Bill Chambers—says his job is to field complaints that are "not taken care of" after the initial calls. A veteran of 36 years at the Louisville newspapers, Chambers says he also gets his share of first-time calls with complaints about how a newspaper-flinging carrier broke a storm door or a window.

Besides Chambers, the Louisville papers also have ombudsmen for news—theirs was the first in this category, too—and for advertising, another first, the paper believes. The advertising ombudsman's responsibilities include providing customer service to advertisers and enforcing the newspapers' guidelines on advertising.

At The Patriot Ledger of Quincy (evening, 89,153), Human Resources Manager Karen Dobbyn says the paper staffs a customer service office in a shopping center where people can submit a complaint, start a subscription, pay a bill, take out a classified ad, get a copy of a photograph that ran in the paper, or talk with newsroom staff during the "Meet the Editor" series.

With perpetually heavy foot traffic through the shopping center, the newspaper becomes easily accessible to large numbers of customers, Dobbyn observes.

CAUSE AND EFFECT. Heintschel of Austin believes there is a cumulative effect to customer service that goes beyond the individual telephone call or encounter.

The goodwill that newspapers earn over a period of time means customers who are consistently treated well will be less likely to look elsewhere for other places to advertise or for other sources of information, she says.

Specifically in circulation, the idea is to provide subscribers with convenience. "If we give them another problem in their lives," they may become single-copy buyers who then may choose another newspaper. And in Austin, she notes, there are plenty of other newspapers available these days, such as The Wall Street Journal and USA Today.

Heintschel emphasizes the importance of tact. Do not tell a customer the subscription was canceled "because you didn't pay your bill," she advises. Rather, she suggests saying, "I'm so sorry. When did you last mail your payment?" The idea is always to give the customer the benefit of the doubt.

Another approach in exchanges between a newspaper representative and a customer is to filter out information about internal procedures the caller does not need to know, Heintschel says.

The point of all this is to be more responsive. "When it's all said and done, we must adjust to the customer," she says.

According to Heintschel, newspapers are starting to acknowledge that "the customer's perception and perspective are important and probably different from ours." But first they had to lose some subscribers, advertisers and news tips, she says.

Some of the same themes emerge when Eanes of Harte-Hanks talks about focusing on customers and how that corporate goal percolates through to daily operations.

Employees are told to give customers the benefit of the doubt in a conflict over a bill, for example, and to be courteous on the telephone.

The focus on customers has also led Harte-Hanks newspapers to arrange meetings with local advertisers. The purpose is for the newspaper staffs to explore ways they can help the advertisers in their day-to-day businesses. "We've been entering into a dialogue much more than we were before," says Eanes.

Arnold Rosenfeld, editor of the Austin American-Statesman, holds a "Meet the Editor" session as part of a multi-department program to serve the public better.

He points out that newspapers are "really a two-headed beast" facing different constituencies of readers and advertisers. "As long as the editorial staff is doing their job correctly," Eanes says, "the negative consequences from that are ones we're prepared to live with."

At The Post-Standard (morning, 85,043) and Herald-Journal (evening, 103,218) in Syracuse, Clifford C. Hebard, who last year moved from news to the recently created job of training manager, has similar thoughts. A "good newspaper can be

A Determined Effort for a Determined Reader

Not long ago, a circulation supervisor for The Richmond Times-Dispatch ran into a sad, odd situation in one of the city's poorest neighborhoods.

An elderly man who lives alone in a second-story apartment wants his morning newspaper left just outside his door sill where he can reach it from his wheelchair.

But the top of the stairway is dark and the neighborhood dangerous, so the circulation department has not wanted to send a carrier all the way upstairs before daylight.

So Hayes Smith, supervisor for the area, has been delivering the paper to the door between 3 and 4 a.m., and he has gotten to know the old man.

Smith says he has tried to find ways that would literally put the paper within the man's reach. Smith considered fashioning a stick with a hook so the man could reach out the door and snag the paper when it was tossed up to the second-floor hallway. Then he thought about rigging a pulley with a basket and cord so the man could pull the paper up from his window. But, for various reasons, nothing has worked, Smith says.

The man feels like it is the company's responsibility to put the paper exactly where he wants it before daylight, Smith says. And the company wants "to provide him with the best possible service we can."

Smith has been delivering the paper while the newspaper searches for an adult carrier to take over the route. Once one is found, Smith does not plan to ask the person to go to the top of the stairs because "it's just too dangerous." Instead, Smith figures he may continue with his personal, special delivery. First, the customer is not shy about calling to complain, and second, "I just wouldn't want to cut the old man off."

His situation "really touched me," Smith says. "I'm scared to death, but I take his paper up."

civil as well as a good editorial product," he says. But when a newspaper is doing its job, "you have to accept that some people are going to be unhappy with what you do because the truth hurts."

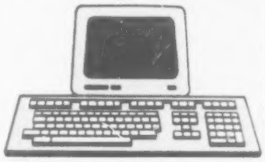
To help the newspaper earn public goodwill, Hebard has been running a staff-wide training program that uses a videotape to make three main points: Treat people with common courtesy, listen first rather than trying to get in a fast explanation, and help the customer or find someone who can.

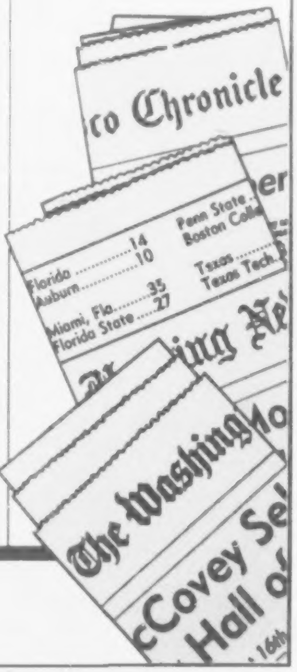
The newspapers used employees to make the tape, which included a sequence in which a would-be customer tries to order a subscription over the phone. By bouncing the call to four different employees, Hebard says, "We translated someone who wanted to pay us money into someone who hates us."

People who viewed the tape "were pretty responsive," he says. Perhaps the biggest surprise came from the editorial side, because newsrooms have a reputation of being "hard to train." But the discussions involving the news staff were some of the best, perhaps because of a natural orientation toward public service, he says.

At the York Daily Record (morning, circulation 40,085), Publisher Kai Spencer has also found several ways to limit the unhappiness a newspaper sometimes causes. The paper runs columns explaining how the Record works and has sponsored an open house. It also began running an advertisement last year with information such as how to phone in tips and get meeting notices in the paper. The Record has also run a special section that includes the paper's history.

The results of all this are difficult to quantify. It is "hard to know if the message is getting through," Spencer says. But he believes the community is showing more respect for and interest in the newspaper, and he attributes it to efforts at better customer service. ☐





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Marketing, economics will be focus of graduate programs

Two journalism schools recently established master's programs they believe are firsts in the United States in their fields—direct marketing and economics.

The Medill School of Journalism at Northwestern University in Evanston, Ill., will offer a master's degree program in direct marketing designed to prepare students for management-level positions with direct marketing organizations. Henry A. Johnson, former president and chief executive officer and now vice chairman of Spiegel Inc., has been named acting director.

The American University in Washington, D.C., will offer a master's degree program in economic communication. The program, which aims to train journalists and others in the understanding and communication of economic and business information, will be offered jointly by the School of Communication and Department of Economics. American University houses the National Center for Business and Economic Communication, which also will assist the program.

Both programs will begin in the fall of 1986. ☐

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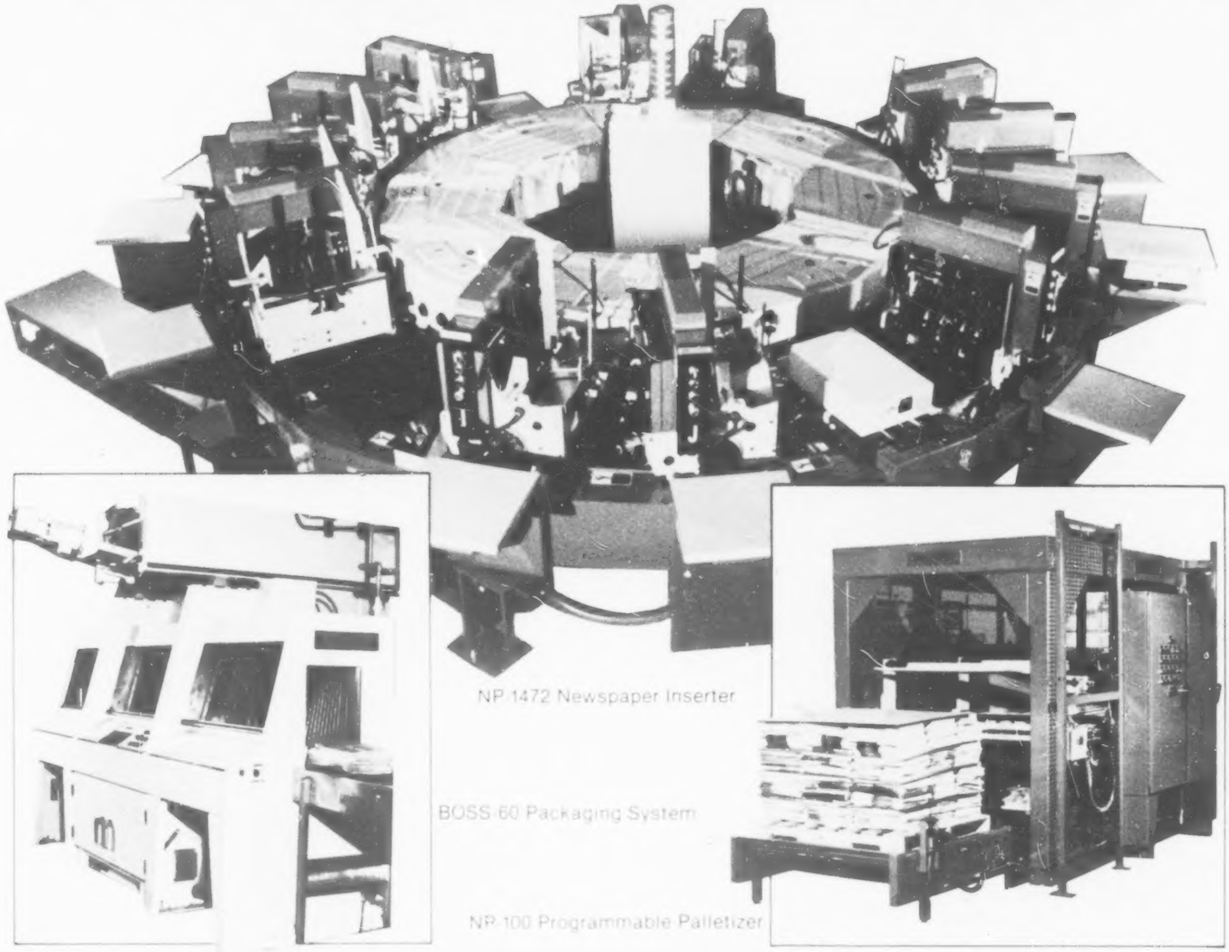

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BOSS-60 Packaging System

NP-100 Programmable Palletizer

Harris Graphics' NP-1472 inserter, BOSS-60 packaging system and NP-100 programmed palletizer are designed to bring new productivity to newspaper mailrooms.

The NP-1472 has the versatility to adapt to any inserting job quickly and easily. It produces packages of up to 300 broadsheet pages in many jacket formats and automatically repairs incomplete sets.

The BOSS-60 automates packaging by doing the work of two conventional lines in half the floor space and with half the labor. The integrated functions produce high quality, strapped or unstrapped bundles at up to 50 per minute.

The NP-100 neatly palletizes stacks or bundles quickly, for better product protection and improved storage/retrieval. A programmable logic system controls all functions.

Alone, each is a dependable unit that pays off investment with lower operating costs and increased speed.

Together, the three form an integrated system that will raise mailroom efficiency higher than it's ever been. Each machine is designed to work smoothly with the others, moving product from press to pallet quickly, precisely, and with a minimum of labor.

The NP-1472, BOSS-60, and NP-100 bring more than automation to material handling. They deliver productivity.

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BUT THERE ARE DRAWBACKS

Many Newspapers, Small and Large, Turn to 'THE MAC'

Users say the Macintosh personal computer stands out in graphics, typesetting and pagination at low cost

BY STUART SILVERSTONE
and CRAIG L. WEBB

While it might not qualify as a revolution, the growing use of Apple's Macintosh computer is shaking up American newspapers in ways that few other computer systems have done before.

Everything from community weeklies to national dailies have bought "the Mac" and the accompanying Apple LaserWriter—a plain-paper printer—to serve as typesetter, electronic sketchpad, pagination machine, advertising tool and circulation database. It is the Model T of printing systems—the first computer-printer package that makes it possible for someone with as little as $11,000 to typeset a professional-looking newspaper. (See chart, p. 24.)

"We have never seen a product that has had the impact on the publishing market that the Apple LaserWriter and Macintosh have had," The Seybold Report on Publishing Systems, a trade newsletter, said in January. "In less than one year, Apple Computer has become the second-largest supplier of typesetting output devices and systems in the North American market. For 1986, we are betting that it will be number one."

"It's really the only affordable computer graphics tool available for newspapers at this point, and it outperforms even some of the more expensive stuff," says Roger Fidler, director of graphics and newsroom technology for Knight-Ridder Newspapers Inc.

Apple isn't the only company trying to cash in on the booming industry that has become known as "desktop publishing." No other system can do as many things as the Mac, however, and experts say publishers would be hard-pressed to find a comparable computer-printer combination at even twice the price.

Stu Neilson's story helps explain the Macintosh's popularity. Neilson, production manager of the weekly Wilmington (Mass.) Town Crier, visited Compugraphic Corp.—based in his hometown—in search of a new typesetter.

"We were looking to upgrade our typesetting system. One of our machines was a dinosaur from 1969 that was constantly breaking down," he says. "But when I went to Compugraphic, by the time we were ready to walk out the door, they wanted us to spend $70,000."

Instead, Neilson paid less than half that amount for six Macs, two LaserWriters, a storage system and computer software programs. (See story, p. 26.) He says he wishes he could get better resolution than the 300 dots per inch the LaserWriter produces and is hoping for programs that typeset copy better, but on the whole he has no regrets.

Small publications use the Mac in nearly every part of the newspaper. Larger newspapers buy the machine primarily to serve as a graphics tool.

A May 1985 survey by the Society of Newspaper Design found that nearly half of 174 responding newspapers employing microcomputers in their graphics departments were using the Mac.

At least two companies sell entire Mac-based publishing systems. The Electronic Publisher Inc. of Excelsior Springs, Mo., has installed Mac systems in about two dozen newspapers around the country. Discovery Data Systems of Fairfax, Va., offers complete Macintosh newsrooms, training and other support services.

Multi-Ad Services of Peoria, Ill., which keeps several hundred daily newspapers up-to-date on developments in co-op advertising, used to provide monthly informational updates on microfiche sheets; the company supplied its customers with microfiche readers. Now, newspapers

Darr Beiser, USA Today

USA Today artists Elys Ibrahim (left) and Julie Stacey produce a graph on the Mac.

Silverstone is a journalist and computer/communications consultant whose clients have included The Washington Times, New York Daily News and United Press International. Webb is an editor on UPI's foreign desk.

buying the service are provided a Macintosh at no extra charge, and Multi-Ad mails a diskette of new information every month.

Rob Jennings, supervisor of micro data systems for Multi-Ad, says the new system also enables publishers to do their own searches through the company's database for particular types of co-op ad packages. Previously, Multi-Ad performed searches for them.

ARRAY OF FUNCTIONS. Uses for the Mac are as diverse as the newspaper business.

• **Graphs.** The Wall Street Journal uses Macs to plot graphs because the computer does the work much quicker than an artist could by hand. The machine also can adjust the chart automatically to reflect a different scale or show how data look in pie, bar or graph format.

With the Mac, editors say they worry less about making errors, using incorrect scales or creating the wrong type of chart. They can concentrate more on how to present data in the most appealing fashion.

• **Maps.** Joost Romeu, editorial artist of The Denver Post, uses a Mac to create daily weather maps covering his region and the United States, and to draw maps for local stories. Other editors rely on U.S. and foreign maps that are available in commercial clip-art software for the Macintosh.

> *"The introduction of this equipment enables small publishers like me to exist."*

• **Information graphics.** USA Today graphics artists switch on one of their department's 17 Macs when they want to produce logos or almost any other visual element. "The Macintosh is especially good for newspapers that don't have artists because it is so easy to create charts," says Jeffrey (Buzzy) Albert, USA Today graphics director.

Fred Wiebe, owner of the Toronto-based graphics service Fast Facts, turns to the Macintosh daily to help create a money trends graphic and charts in French and English for clients of the Canadian Press. He easily adjusts the charts to reflect differences in the languages.

• **Networks.** Knight-Ridder, Gannett Co., Scripps Howard and The Times Mirror Co. are establishing Mac-based graphics networks to share maps and charts produced by each group's home office or by member papers. Fidler says he expects the Knight-Ridder network, including a new graphics headquarters in Washington, to be ready in May. He also is attempting to establish a standard transmission format to link the various networks.

• **Layouts.** Dozens of small-town newspapers, including The Lake Times, a weekly in Osage Beach, Mo., lay out sections of pages on the Mac. Software improvements in the past four months make it possible to lay out a tabloid page, run it on a high-quality laser printer and produce a camera-ready sheet, but it appears no newspaper yet has used that capability.

• **Typesetting.** The Mountaintop (Pa.) Eagle, also a weekly, uses the Macintosh to write and edit stories, then sets the copy on a LaserWriter. Publisher Stephanie Grubert says the cost of the equipment is defrayed by not having to buy phototypesetting paper and chemicals. "The introduction of this equipment enables small publishers like me to exist," she says.

• **Paste-up.** Rather than pasting up boxes by hand, Co-editor and Co-publisher Peter Morales of the weekly Rogue River (Ore.) Press creates them on his Mac. Simple charts, such as basketball tournament pairings, take minutes to prepare. In addition, editors using the Mac have stopped buying screens from graphics supply houses because pagination and drawing software can create them.

• **Advertising sections.** Dale R. Pearson, advertising director of the Valley Morning Star in Harlingen, Texas, put a

WHAT IT COSTS

A Macintosh computer system can be purchased in building-block fashion, depending on needs and financial commitment. Experts say the biggest factors to consider in deciding what equipment and software to buy are how the system will be used and the level of quality that is needed.

This chart shows how one system could be structured. Prices are estimates based on widely available discounts.

$2,500

BARE BONES SYSTEM

Includes a Macintosh **computer with "mouse"** and one megabyte of random access memory, and **software** for word processing, charts and drawing. Diskettes can be taken to an outside vendor for printing on a LaserWriter for about 50 cents a page.

$4,000

WITH HARD DISK DRIVE

Apple Computer's "Hard Disk 20," a **20-megabyte hard disk drive**, enables the Mac to remember more and helps run its programs faster. This and other external hard disk units can give the system up to 80 megabytes of storage memory.

Also available for the Mac are **internal hard disk drives**, in which permanent data storage is achieved within the computer.

A less-expensive storage alternative is an **external floppy disk drive**, which may be more cumbersome when dealing with large amounts of data because of more limited storage capabilities.

Mac and LaserWriter in the ad department and took control over production of special advertising sections. "We've done so many special sections in five months that the profits have probably paid for the machine," he says.

"It answers all the newspaper's problems," Pearson added. "Instead of the sales person typing copy to give to the keypunch operator to give to the photocomposers, this way the sales person types up the copy and he'll have it in one minute. We're also using a lot more screens — computer-generated — backgrounds, overlaps—stuff that might take two to three days to produce by hand."

• **Subscriber lists.** The weekly Todd County Standard of Elkton, Ky., used to keep its subscriber list on Addressograph stamps. With the Mac, it not only has a more accessible list but also—by manipulating the printing of mailing labels—can give advertisers the option of targeting their audience by sending an insert to readers on a particular mail route.

PROS AND CONS. As technology advances, the list of possible uses for the equipment will grow. Before jumping into the fray, however, newspapers should ask some key questions.

For example, if a newspaper wants to use the Mac for typesetting, can it live with the LaserWriter's 300 dots-per-inch resolution? Editors of weeklies and small dailies who use the LaserWriter say yes.

Can a newspaper live with the LaserWriter's 300 dots per inch resolution?

One alternative is to produce Macintosh text and graphics on an Allied Linotype typesetter or imagesetter. Such a system is more than four times more precise, but also three to four times more expensive—costing about $33,000 for Macintosh and typesetter.

Can a newspaper live without sophisticated kerning, leading and automatic hyphenation? Mac-based typesetting programs are improving, but they still fall short of what older systems provide. Editors can get around the problems in a variety of ways, such as using ragged-right copy.

How much pagination ability does the newspaper want? Current Macintosh software is limited to tabloid or smaller pages, but its typesetter is even more limited. Apple's LaserWriter handles nothing bigger than a legal-sized sheet, but another laser printer, the Dataproducts 2665, turns out 11-by-17-inch pages. Apple reportedly is working on a new model of the LaserWriter that would do the same.

Most Mac-based newspapers today set copy a story at a time, complete with headline, and print it on the LaserWriter in the same shape as they expect the story to occupy on the pasted-up page. This method saves some backshop time but still requires work on a full-size paste-up sheet.

Does the newspaper need a Macintosh in order to get more graphics? While the Mac enables editors to turn out crisp-looking charts with a minimum of effort, there are other ways to get more charts and maps in a newspaper, particularly through syndicated graphics and wire services [presstime, Aug. 1985, p. 26].

If a paper has graphic artists on staff, what tools do they need? The Mac shines brightest as a drafting program. Even the fanciest of charts and boxes can be turned out in minutes. Talented artists might feel uncomfortable using the Mac for freehand sketching, however, because most computer commands are made with a gadget called a "mouse."

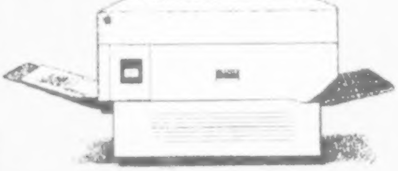
For most purposes, editors say, it is easy to move the mouse and thus make the cursor reach the desired part on the screen. Using the mouse as a pen or pencil is much different, however, and tracing with a mouse can be excruciating. In such cases, a publisher might consider buying a special piece of hardware that replaces the mouse with a pen-like device that

$9,000

WITH PRINTER

Apple's LaserWriter **laser printer** completes the basic "publishing" setup with "near-typeset" quality of 300 dots per inch on paper up to 8½ by 14 inches. Other laser printers handle 11-by-17-inch sheets but are much more expensive.

Another more costly alternative, but one resulting in up to 1,270 dots per inch, is a Mac-compatible **typesetter.**



$12,000

EXPANDED SYSTEM

Includes "AppleTalk," a simple **wiring system** that links Macs, printers and other peripheral devices such as storage systems at a cost of $50 per connection; a **modem and necessary software** permitting Macs to "talk" via phone lines with other computers and databases; and **additional software** for pagination, graphs and applications such as keeping track of appointments, indexing stories and checking spelling.

$15,000

ADVANCED GRAPHICS

Includes a **scanner/digitizer** such as the Abaton Technology Corp. Scan 300 that allows logos, photos and other artwork to be entered into the Mac, manipulated, re-sized and printed; a **drawing tablet with pen-like stylus** called "MacTablet," manufactured by Summagraphics, that allows tracing of maps and other artwork; and other **advanced software** for building customized databases and performing complex computations.

"writes" on a special tablet.

Does the newspaper have an older computer system that isn't worn out yet? Various versions of Allied's typesetter can work with non-Apple systems as well as the Mac. Stories also can be brought onto the Mac system from other computers via a modem. This method is particularly valuable for reporters who already own laptop computers like the Radio Shack TRS-80 series (presstime, Dec. 1985, p. 36) and need the laptop's portability.

Some newspapers use the low-priced laptops to write their stories, then move the copy onto the Mac for editing and typesetting. The Mac itself also is fairly easy to cart home or move into another part of the office, depending on the day's needs.

If answers to these and other questions indicate a Mac will not meet current needs, wait a while. Advancements come so rapidly these days that a publisher can count on most of today's major problems with the Macintosh to be solved in a few years.

For instance, laser printers that can lay down about 600 and eventually 1,200 dots to the inch—enough resolution to please all but the pickiest newspaper artist—are on the horizon. Clip art featuring company logos and pictures of brand products soon may come via diskette. Programs also are likely to enable the Mac to drive more typesetters, including ones that were on the market before Mac even was conceived.

Several computer magazines specializing in the Macintosh can give a good, basic education on what the computer can or cannot do, as well as keep publishers abreast on new products. The monthly Seybold Report also reports regularly on the Mac.

Other sources include local Macintosh user's groups and trade shows, such as the ANPA Operations Management Conference & Exposition June 21-25 in Atlanta. ☐

Much Mac Software Has Newspaper Applications

The Macintosh is a box full of possibilities, but it only can do what computer programs tell it. Those software programs give "the Mac" scores of special talents.

Following is a summary of some popular software that newspapers can use with the Macintosh. List prices are included, but discounts often are available.

- **Text editing.** *MacWrite* (produced by Apple, $125) and *Word* (Microsoft, $195) offer the usual word-processing functions but require no fancy codes to produce special text sizes, typefaces or styles. *Word* also can divide the screen so that a reporter can put notes on one side and write the story on the other, or pull out sections of the notes and drop them into the story. Writers with suspect spelling skills can get programs that check spelling and sometimes suggest synonyms and homonyms.
- **Graphs.** With programs like *Chart* (Microsoft, $125), an editor can punch in a slew of numbers and churn out a bar chart, then see the same data in a pie shape or as a line graph. So-called spreadsheet programs, such as *Excel* (Microsoft, $395), go one step further with charting programs by taking data that the editor has filed, doing computations and then putting the answers into a chart.
- **Page Layout.** *PageMaker* (Aldus, $495), *ReadySetGo* (Manhattan Graphics, $125) and *MacPublisher II* (Boston Software, $150) all can be used to call up stories from a Macintosh or other computer system, edit the articles, compose headlines, crop charts and other electronically created graphics, and then put everying on plain paper for printing and subsequent paste-up. Entire tabloid-size pages can be produced with certain typesetters. Automatic hyphenation, kerning and the variety of types available still are relatively limited but are getting better all the time.
- **Drawing.** *MacDraw* (Apple, $125) and *MacDraft* (Innovative Data Design, $239) turn out boxes, circles and charts much faster and cleaner than many production crews can do by hand. Objects can be created, stretched to the desired size, flipped, filled with a variety of patterns, rotated to any angle and then put on a page. While composing ads, sales personnel have found they no longer are restricted to using particular sizes of a client's logo that had been made in the composing room. Instead, they use a camera-like device called a digitizer to make a computer image of the logo. Staff members then can stretch or shrink that digitized image to the desired space and set the entire ad on a laser printer.
- **Clip Art.** Pre-drawn logos, symbols and maps help the graphic designer—particularly the non-artist—create quality graphics quickly. Programs such as *Maccessories Graphic Accents* (Kensington Microware, $50), *ClickArt Publications* (T/Maker Graphics, $49.95) and *Mac the Knife* (Miles Computing, $40-60 per volume) offer hundreds of different kinds of clip art per diskette. *MacAtlas* (MicroMaps, $79-119 per volume) features simple outline maps of the United States and the rest of the world. Creating maps from scratch is possible with *MacDraw*, *MacDraft* or *MacPaint*, while some editors have copied maps from books and then digitized them.
- **Artwork.** With *MacPaint* (Apple, $125), an artist can use the electronic equivalents of pen, palette and airbrush to create almost anything desired. *Easy 3-D* (Enabling Technologies, $99) permits creation of three-dimensional objects that can then be rotated, resized and manipulated. The *MacTablet* (Summagraphics, $550) provides a stylus and electronic drawing tablet, making it easier to trace items or draw new ones freehand.
- **Data.** Publishers can use the Mac to help monitor the bottom line. Programs such as *Helix* (Odesta, $395), *Omnis 3* (Blyth Software, $495), *OverVUE* (ProVUE Development, $295) and *Jazz* (Lotus Development, $595), can help maintain a subscriber or advertiser list that can be organized according to such factors as names, mailing area or promptness of payments. Several popular spreadsheet programs such as *Excel* (Microsoft, $395) do similar work as well as calculate profit or loss.
- **Utilities.** *Switcher* (Apple, $20) helps a journalist work on several programs at once by quickly switching from one to another. So-called terminal emulation software such as *MacTerminal* (Apple, $99) gives Mac the language skills needed to talk via modem with other types of computers and with databases. *Tempo* (Affinity Micro Systems, $99) offers macro commands, which record any sequence of keystrokes or mouse operations. That sequence then can be played back by striking just one key. *Copy II Mac* (Central Point Software, $40) permits copying of software onto other diskettes or hard disks.

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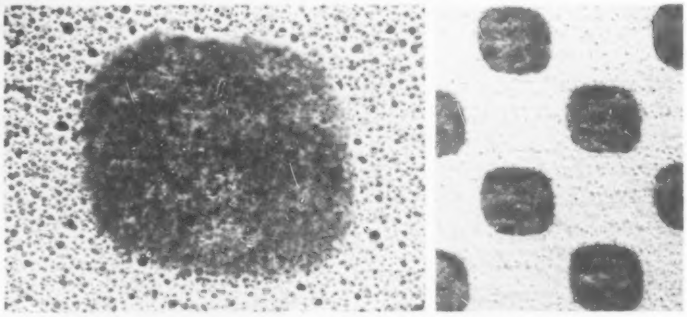

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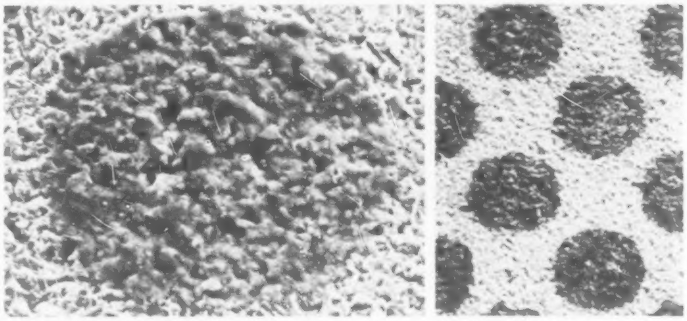

MAGNIFIED 400 TIMES **MAGNIFIED 100 TIMES**

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Special Report

COVERING FOREIGN NEWS

Going beyond 'coups-and-earthquakes' reporting, newspapers and the wires are using various approaches to increase the breadth and depth of their foreign coverage

BY MARCIA RUTH
presstime staff writer

The dense, white cloud settled ominously over the squalid huts surrounding the Union Carbide plant in Bhopal. By dawn, thousands of people clogged the roads leading from this little-known Indian city of 800,000; hundreds of others lay dead or too weak to move.

Within hours, the wire services had alerted most of the world's newspapers to what is now known as the worst industrial disaster of modern times.

Within days, journalists from major newspapers and national television networks descended upon Bhopal, many brought in quickly from bureaus in places like New Delhi or Tokyo.

And within the week, 27-year-old John D. Kimelman of the Charleston (W. Va.) Daily Mail found himself holed up in Bhopal's Hotel Rajdoot, the only American among turbaned Sikhs, writing the "biggest story of my life."

As the only reporter there from a paper with no foreign bureaus and no foreign correspondents, Kimelman remembers how he learned on the job to use the unfamiliar telex at the Associated Press office and find interpreters on the street as best he could. Reflecting a trend to make foreign news more relevant to readers, his publisher had sent them to Bhopal because the only other Union Carbide plant producing the deadly methyl isocyanate gas was situated less than 10 miles from Charleston.

This sequence for coverage of foreign news by U.S. daily newspapers is fairly common: First alert on fast-breaking stories by the major wires, who as AP veteran Nate Polowetzky says are "always there"; saturation coverage by large dailies with overseas bureaus or extensive travel budgets; and, increasingly, selective attention by smaller papers working a local angle.

AP
AP Rome Photo Editor Gianfranco Jacopozzi got a chance to chat with John Paul II during the pontiff's 1984 trip to Switzerland.

As all these layers of attention reflect, reader interest in foreign news is rising. A 1984 study commissioned by the American Society of Newspaper Editors showed readers have become "a more sophisticated, cosmopolitan group" demanding that even their local papers be "complete," with a mix of local, national and international news.

Advances in telecommunications have made the movement of international copy and pictures to the news desk as rapid as that from the local courthouse. With virtually all daily papers subscribing to AP or United Press International, and many also to supplemental wires, the volume and variety of foreign news have mushroomed.

And just as they have done on the national scene with their instantaneous coverage of breaking news, electronic media have pushed newspapers toward a more detailed, more analytical approach to foreign news.

"You have got to assume going in that people who are going to read your story already know what it says. They know the news — the hard part of it," says Walter R. Mears, AP vice president and executive editor. "You have to be able to go past what they can see in the abbreviated accounts they are going to get from radio and television and be able to tell them more."

So beyond the traditional "coups and earthquakes" reporting where hundreds of journalists suddenly appear, write their stories, then disappear until the next "hotspot" explodes, a cadre of specialists is providing in-depth reports that tell not only what happened but also what an international event means to Main Street USA.

"The typical foreign correspondent today is not the here-today gone-tomorrow, hard-drinking adventurer" often featured in novels and on film, says Dana Bullen, executive director of the World Press Freedom Committee and one-time foreign editor of the now defunct Washington Star. "Many have graduate degrees in international subjects and have learned the languages of the areas they will cover. In more and more cases, they are well-trained, culturally aware, sensitive students of the people and situations they will write about," he says.

Not only have foreign correspondents for U.S. newspapers become more astute, their ranks have swelled in recent years—particularly in the developing nations of the so-called Third World. A March presstime survey of the 100 largest-circulation U.S. dailies, plus The Christian Science Monitor and The Washington Times, found that 23 of the papers now have a total of 186 foreign correspondents. All of the major dailies with correspondents overseas report that they have increased their contingents in the 1980s, and there are more correspondents in the Third World than ever before.

But the cost of operating a foreign bureau can easily exceed $100,000 per year, so many other U.S. dailies take lesser steps to obtain special reports from other countries:

- Mid-size papers are expanding stringer networks or sending reporters and photographers on more special projects abroad.
- Newspapers in cities with large ethnic populations, and those located near Mexico or Canada, are expanding coverage selectively beyond the U.S. borders.
- Some small or mid-size dailies are flying reporters and photographers to places thousands of miles away when a special circumstance with a strong local tie-in arises, such as the gas leak in Bhopal.

For newspapers of all sizes, the endless and seemingly growing flood of foreign news is posing a challenge for news desks, as editors must select only a small portion of available copy for each day's newshole.

In the past, U.S. newspapers' coverage of foreign news has been criticized on two main counts—that there is not enough of it and that countries most different from the United States (particularly the developing world) are treated superficially.

"This is unfortunate, because the average reader is not seeing the world in proper perspective. His home town appears much larger than all of Europe, Asia and Latin America combined," says Richard Leonard, associate editor of The Milwaukee Journal and immediate past president of the International Press Institute.

There are no comprehensive figures on the amount of foreign news carried by U.S. newspapers. A 1985 study for UNESCO charted the percentage of "general news" space—news columns, not the total newshole—that five major dailies devote to international affairs. It found a range from 41 percent in The Washington Post to 19 percent in the Daily News of New York. Also counted were: The New York Times, 39 percent; Minneapolis Star and Tribune, 30 percent; and Los Angeles Times, 30 percent.

But Donald L. Shaw, professor of journalism at the University of North Carolina at Chapel Hill, who helped compile the study, cautions it was based on "pretty atypical newspapers." He estimates an average for all U.S. dailies of 15 to 20 percent of news columns.

What is credited with bringing more and better foreign news to many U.S. papers lately is the growing awareness that foreign news has relevance for U.S. readers, even when there is no connection as obvious as the one between Bhopal and Charleston.

Panamanian journalist I. Roberto Eisenmann Jr. observes: "I think when it (coverage of Latin America) was really poor, it was basically because there were not really interesting stories that affected American interests. What's interesting about poverty and oppression if it doesn't affect you?" asks Eisenmann, publisher of La Prensa in Panama's capital city. But as more people began to realize "that poverty and revolution equal immigration to the United States," he says, the wire services and U.S. newspapers responded with additional, permanent correspondents on the scene and bigger play in the news columns.

Even when editors doubt that increasing foreign news is among their readers' top priorities, some have taken a stand that world realities simply demand more coverage. Whether it takes the form of opening foreign bureaus with full-time correspondents or publishing special sections based on occasional trips abroad, their rationale is the same.

"Running an eight-part series on the problems of Africa is not going to increase the single-copy sales in the racks," says G. Woodson Howe, vice president and editor of the Omaha World-Herald, who concedes that those "who want to read a sophisticated paper that has a global outlook are probably with us anyway."

"But it's a duty, I think. We have to keep our readers well-

Rick Perry, San Jose Mercury News

Karen Borchers, San Jose Mercury News

Patrick Oster (top), San Jose Mercury News' Mexico City correspondent, stands amid rubble from last year's earthquake, and the newspaper's Tokyo correspondent, Lewis M. Simons, interviews Filipinos in Manila.

informed. It's an interconnected world, and things that happen in Europe and Asia and the Middle East certainly have a quick effect in Nebraska."

C. K. McClatchy, president and editor of McClatchy Newspapers, which recently opened a bureau in Mexico for its group of mostly California-based papers, puts it this way: "If you start to figure out the cost of opening a bureau overseas in a place like Mexico and try to compare the number of stories on a strict dollar per story value, you won't do it. You have to decide it's worth it because it's something you ought to do."

WIRE FOUNDATION. For virtually all newspapers, the baseline of foreign coverage is the wires.

Beginning in the critical year of 1848 when political upheaval swept major European capitals, six New York publishers formed the Associated Press as a cooperative to gather foreign news for less than it would cost each paper on its own. Though fiercely competitive at home, their joint venture set a new tone for journalism at the time, demanding that at least the foreign news transmitted to all six papers be free of whatever bias might appear later in their own, contentious publications.

In 1907, E.W. Scripps founded United Press Associations, which later became United Press and then merged with International News Service in 1958 to form United Press International.

UPI, subscribed to by about 700 U.S. newspapers, is the world's largest privately owned wire service. AP—now owned by about 1,500 U.S. newspapers—is the world's largest wire cooperative.

In addition to the basic wires, many large newspapers subscribe to "supplemental" services such as those offered by The Washington Post and Los Angeles Times, The New York Times, Knight-Ridder Newspapers and Dow Jones. A few of the largest dailies also buy foreign-based wires such as Britain's Reuters and Agence France Presse.

The "new mandate" is to produce additional stories that "give meaning to events."

AP has about 400 full-time reporters, editors and photographers working abroad, three-fourths of whom are citizens of countries other than the United States. Its European-based staff has remained fairly stable over the past 10 years; most of its nearly 45-percent growth in the number of Americans sent abroad has been to posts in Third World countries.

UPI's foreign contingent consists of about 200 reporters and editors, but a spokesman said figures are not available on how many are U.S. citizens or on how today's complement of foreign correspondents compares with those of previous years.

Both wire services view their coverage as worldwide 24 hours a day. They augment their full-time staffs with thousands of stringers native to particular areas.

Wire reporters seeking foreign assignment must first prove themselves in domestic bureaus, then study the language and history of the region to which they will be assigned. Increasingly, they are being asked to produce not only breaking stories but also more complex forms of background, perspective and analysis. (See essay, p. 42.)

As Polowetzky, assistant general manager for foreign news, puts it, "The AP will always cover 'the fall of the sparrow.' That's our job. . . ." The "new mandate," he says, is to produce additional stories that "give meaning to events."

"People always ask me if there is a decline of foreign news," says Polowetzky. "And I always say, 'Yes, I think there is a decline in the number of foreign-dateline stories, but not a decline, and I think actually an increase, in the space devoted to foreign stories.'" He says that unlike the early 1950s when he became a foreign correspondent, newspaper editors today "will

Canadian Newspapers Also Expand Global Coverage

Over the past half-decade, Canadian daily newspapers—like their counterparts in the United States—have also increased international coverage, particularly in the Third World. The 10 with the largest circulations now have 22 correspondents in 20 foreign bureaus, and more expansion is planned this year.

Several of the country's newspapers "have become more conscious of the need for more Canadian interpretation of the news," says Joseph Hall, foreign editor of The Toronto Star. "More and more in the last few years, we have come to recognize that Canada's attitudes do not always coincide with the United States'."

Complementing longstanding bureaus in London, Washington, D.C., and Peking, The Globe and Mail of Toronto has added four bureaus since 1980: Mexico City, Tokyo, Moscow and Harare, Zimbabwe.

The Toronto Star's additions to the requisite London and Washington bureaus are even more recent—Tokyo and Johannesburg in the past two years, with Moscow coming later this year.

Toronto's third daily, the Sun, will set up its first foreign bureau in London this spring.

Southam Newspapers, which has maintained at least one foreign correspondent since the 1920s, adds and relocates bureaus to follow the shifts in world events. Following the establishment of bureaus in London and Washington, major expansion began in the 1960s with Paris, then the Far East and Africa in the 1970s, and the Middle East in the 1980s. Within these regions locations have also shifted—from Tokyo to Peking to Hong Kong in the Far East, and from Cairo to Nicosia, Cyprus, in the Middle East.

La Presse, a French-language paper in Montreal, has maintained bureaus in Paris and Washington for many years.

These newspaper bureaus are in addition to the coverage provided by the Canadian Press wire service.

Like the Associated Press in the United States, CP is a news cooperative. Unlike AP, however, CP has a relatively small foreign operation for its 106 member newspapers, with eight reporters assigned full-time abroad: three in Washington, two each in London and New York and one in Tokyo. Their copy supplements what comes into CP from AP, Reuters and Agence France Presse, which CP repackages for Canadian readers.

"Major expansion is not in the works," says CP President Keith Kincaid.

devote a full takeout (or) a full page to one story and throw away those two, three, five, six stories that really don't mean anything."

The global reach of the wire services enables them to wrap up the intercontinental ramifications of a major event. UPI Editor-in-Chief Maxwell McCrohon cites, as an example, an oil price story that otherwise might be "handled in bits and pieces." Says McCrohon: "You'll get a news agency report on OPEC prices. Then we may get a follow-up on the effect on American oil prices. And then we may get a story out of Texas on the falling prices of oil leases. And then there may be some visible effect on Japan, and our Tokyo bureau might send us a piece. . . . Then maybe you get one from Brazil. So rather than let it happen that way, what you have to do is recognize the importance of the story . . . and then begin to orchestrate."

For the oil story, key UPI bureaus were alerted to file on the impact of changing oil prices in their areas. Then client papers were notified of the scope of the reports and of the schedule for moving the entire package of articles, photographs and other graphics.

With this change to a more comprehensive approach to foreign coverage, the word "feature" has taken on a new meaning, McCrohon notes. "It used to connote 'soft.' Now I would describe it as 'planned' coverage."

In a similar way, AP assigned a reporter to prepare a comprehensive series on terrorism. "Twenty-five years ago, we probably wouldn't have done that," says Executive Editor Mears. "We would have covered the events that comprise terrorism, but we would not have detached somebody for an extended mission to write a very penetrating series."

Although neither AP nor UPI keeps detailed records of copy use by newspapers, they both note that dailies are running a lot of these "features" or "background" pieces as op-ed page analysis and occasionally as special sections. For instance, on Feb. 3, The Sun in Lowell, Mass., ran a full-page of articles prepared by AP on the background of what soon turned into a major political upheaval in Haiti. Last year, for the 10th anniversary of the end of the Vietnam War, The Indianapolis Star based most of a special section on copy prepared by UPI.

Massai warriors bargain for a damaged tire with Munich AP photographer Dieter Endlicher, who changes a flat while on assignment in Kenya.

AP

BUREAU BUILD-UP. As the wires seek to provide an improved international report, some newspapers are taking steps to expand their own foreign coverage.

For The New York Times, which has had a large international component from its beginnings, recent increases in foreign staff have been incremental—focused on Third World countries.

For the Los Angeles Times, in contrast, there has been a rapid build-up over two decades: In 1960, the paper had one overseas correspondent; today it has 24 in 23 bureaus throughout the world.

For Knight-Ridder Newspapers, full-time foreign correspondents are a phenomenon of the last half-decade. In the late 1970s, the company declared foreign bureaus a priority and began to fund eight—two assigned to each of its four largest dailies: The Philadelphia Inquirer, the Detroit Free Press, The Miami Herald and the San Jose Mercury News. In the past five years, these papers individually have established an additional 10 foreign correspondent positions.

The growth pattern, which also applies to a number of other U.S. dailies and newspaper groups, runs counter to a 1969-75 decline in the number of journalists working abroad for all U.S. media. The 23-percent decline was reported in a study by Associate Professor Ralph E. Kliesch of the Ohio University School of Journalism. (The study is to be updated this year.) In 1979, a U.S. State Department study reported a leveling off in this number.

The geographic distribution of today's U.S. newspaper correspondents also differs markedly from a decade ago. Comparing presstime's March survey of newspaper correspondents with Professor Kliesch's 1975 census of all media, the indication is that there has been a major shift away from Europe and a greater emphasis on Latin America.

The comparison shows a decline in the European presence from 54 percent to 31 percent, while in Latin America it has increased from 10 percent to 23 percent. Other shifts include increases in Africa from only a "token" presence to 8 percent, in the Middle East from 8 percent to 12 percent, and in Canada from 5 percent to 8 percent. Conversely, correspondent presence in Asia appears to have declined from 23 percent to 18 percent.

Tracking correspondents geographically is an imprecise practice, however, as most tend to travel frequently from their bases for coverage in other parts of the world.

The advantages of having one's own people reporting from abroad do not come cheaply. James I. Houck, managing editor of the morning edition of The Baltimore Sun, estimates the annual costs for operating a one-person foreign bureau ranges from $98,000 to $172,000, with an average of about $140,000, including salaries.

A key variable, he notes, is the amount of travel required of the correspondent to cover an assigned region and fluctuations in monetary exchange rates. Currently, the expense of the Sun's foreign coverage, including seven one-person foreign bureaus, accounts for about 8.8 percent of the total editorial budget, Houck says.

The Sun and The Boston Globe are examples of independently owned papers with a firm belief in the need for foreign bureaus, but that belief was much later in coming to the Globe.

The Sun opened its first foreign bureau in 1924. "We still think having someone in the area, a resident . . . picking things up by osmosis, definitely has its rewards," says James S. Keat, foreign editor. For the past few years, the paper has supplemented its established bureau coverage with annual special reports. In 1985, it sent a science reporter down the Amazon River, tracing the impact of what Keat terms "the last of the untouched rain forests" on the world's climate and resources.

Mike Lloyd, The Oregonian of Portland

Oregonian reporter Holly Danks appears to have no trouble getting close to sources in an Ethiopian feeding camp.

The Globe is relatively new to the business of foreign correspondence, having opened six bureaus in the past three years. "Obviously, with six people, we don't expect them to match the wires," says Foreign Editor Katherine Tolbert. Associate Editor H.D.S. Greenway adds, "It gives us a chance to direct what we think is the right mix for our readers . . . or examine a facet we don't think anyone else is examining properly." For example, during the recent election in the Philippines, Globe correspondents were asked to keep tabs on a Massachusetts member of the U.S. inspection team and to file a report on the historic role of the Roman Catholic Church in opposing former President Ferdinand Marcos.

Another advantage of having foreign-correspondent slots is that many stateside reporters find them tantalizing, Greenway says. "If you want to attract and keep world-class talent, you probably ought to have more for them to do than cover the city of Boston."

Augmenting the work of the Globe's foreign bureaus are two "airport" correspondents, who cover Latin America and Africa from Boston. "When you're going to cover a huge area, a person is going to need a base from which to work," notes Tolbert, but that base need not be on another continent. "So it makes almost as much sense to base them in Boston where in the downtimes we can have close contact in the newsroom."

Not surprisingly, the U.S. newspaper with the largest network of foreign correspondents—currently 35 assigned to 27 bureaus—is The New York Times. Its emphasis on comprehensive international coverage is legendary. From Executive Editor A.M. Rosenthal on down, the newspaper's editorial leadership is made up largely of journalists who served as Times correspondents in world capitals.

With such an expansive foreign staff, the Times can encourage its correspondents to range far beyond topical news stories. Foreign Editor Warren Hoge says he tells them: "Everything you see and do and eat is something we can write about." Thus, in addition to covering day-to-day events and providing background for breaking news, they are asked to lend international perspective to all parts of the newspaper—business, science, the arts, the Sunday magazine, etc.

Eschewing stringers, the Times relies on its foreign contingent plus domestic reporters who sometimes travel to other countries on assignment, with occasional use of the wires Hoge says. "We move very fast here. There are very few times I couldn't get someone there the same day."

Some other newspaper organizations use stringers to supplement the work of bureaus. For example, the Atlanta Journal and Constitution—whose parent company, Cox Newspapers, provides seven full-time foreign correspondents—have a network of 10-15 stringers.

"While I have to say the 'majors' are better at it than my people, they are sometimes late, and there are things you want that are most easily done with our own people," says J. Randal Ashley, foreign editor of the Constitution.

Ashley says his paper had one of the earliest reports of Marcos opposition leader Benigno Aquino's intention to return to the Philippines in 1983; it was filed by a Filipino journalist working as a Constitution stringer.

ALTERNATIVES VARY. While the bureau build-up has been substantial among a few U.S. dailies, many others equally determined to upgrade foreign news have balked at the high costs of having reporters stationed abroad.

"We're not big enough to have bureaus around the world or even a single bureau," says Omaha's Howe, who also discounts the use of "correspondents that file occasionally." The World-Herald editor says "that doesn't work out very well. Communications are very difficult, and what they file is often opinion or soft feature pieces."

Instead, like most papers, the World-Herald depends "almost entirely" on major and supplemental wire services for daily coverage of world news. "We're looking for breaking stories supplemented by soft stories and enterprise stories that tell how people live in other lands," says Howe. "After we've gone through breaking stories, we look for what's interesting to exporters or people traveling abroad . . . but would probably favor a really readable story about the people of a country than the mechanics of government."

In addition, the Omaha paper has adopted a pattern popular with a number of papers—supplementing daily coverage with special series or separate sections requiring foreign travel by domestic reporters. The cost "may not seem very much to The Boston Globe and The New York Times," says Howe, "but we could have hired another reporter last year if we had forgone" the most recent such project.

One of Omaha's three special sections on international matters over the past four years concerned overseas markets for

Palme Slain
Marcos Flees
Soweto Uprising
Peso Drops Further
Duvalier Ousted
Soccer Fans Riot
Famine Worsens
Contras Seek Aid
Spain Backs NATO

Midwestern agricultural products such as grain and beef. The other two—on the roots of famine in Africa and the population explosion in Latin America—represent "the kind of cosmic story that ought to be done," he says.

Among papers producing special international sections, hunger was indeed a popular topic in 1984-85. Many were produced by U.S. dailies without a regular foreign presence and bore such titles as "Death in Another World" (The Sacramento Bee), "Politics of Hunger" (Florida Times-Union, Jacksonville) and "Small Victories" (The Oregonian, Portland). The Portland section was an extension of a story on the humanitarian efforts of a medical team from the Pacific Northwest that went to drought-strickened Ethiopia.

Taking an approach somewhere between having full-time correspondents abroad and sending stateside reporters on occasional foreign trips, the St. Petersburg Times has a globe-trotting foreign editor who operates from St. Petersburg. Wilbur G. Landrey, who once held the same title at UPI, writes columns or analytical pieces several times a week.

Although Foreign News Editor Jack Payton considers the wires "the backbone" of the Times' international coverage, he stresses the value of Landrey's articles to the average reader who "is not an employee of the State Department or a think tank." Particularly popular is a question-and-answer format in which Landrey explores issues readers might have difficulty understanding.

Not sharing Omaha's aversion to stringers, the Times expanded Landrey's operation this year by establishing a network of 15 stringers in various countries. Often working for more than one paper, these free-lancers may supplement his reports with sidebars or provide different accounts of widely covered breaking news.

Unlike Omaha, where world news rates a daily page, St. Petersburg devotes most of its first section to national and international news, because much of the population is not native to Florida and therefore lacks a traditional attachment to local coverage.

Another paper with a home-based foreign correspondent is The Seattle Times. The reporter, assigned full-time to the "Pacific Rim," has produced three special sections in nine months.

Even among the largest papers and groups, there is a variety of alternatives to foreign bureaus.

For example, the nation's largest general-circulation daily, the Daily News of New York, sends reporters abroad only occasionally on big stories, says National Editor John F. Sims. Mindful of The News' role as a "cityside" paper, "we don't really feel our readers look to us as a newspaper of record, so that allows us a lot more latitude," Sims says. In the search for "good reading stories," the paper might give preference to a story "with a local angle" such as "a New Yorker in trouble in Nicaragua."

Although The Plain Dealer in Cleveland also occasionally sends staff members on international trips, National Editor Robert J. McAuley observes: "From perhaps a selfish, prestigious point of view, sure you would like to have bureaus. But from a practical point of view, the wire services do a fine job. From a prestige standpoint, sure we'd like to have someone in London, in the Middle East, in Moscow and in Japan. But as a practical matter, I don't lose any sleep over not having those bureaus."

Despite its status as the nation's largest newspaper group, Gannett Co. also does without foreign-based correspondents. "Our aim is to show how world events, be it an ousted leader in Haiti or an election

Paul Rubin, Sierra Vista Herald

Photographer T. J. Lynch of the Sierra Vista (Ariz.) Herald visits a Nicaraguan refugee camp as part of that newspaper's project on Central America.

8,000 miles away, affects the USA reader," says Nancy Monaghan, managing editor/news of USA TODAY. For example, Gannett coverage of the Philippine election included a report on the thoughts of Filipinos living in New York, San Francisco and Los Angeles. In addition to the wires, Gannett relies on three Washington-based staff writers for foreign news, plus teams assembled from time to time to cover major events or to handle special projects for USA Today and Gannett News Service.

At most smaller papers, foreign news coverage seldom achieves priority status. Most take the position expressed by an editor who describes his 60,000-circulation daily as "pretty typical for a newspaper our size. . . . We give most of our attention to local and regional issues. We pay less attention to foreign news than I think we ought to, but according to our readership surveys, we provide as much as our readers want."

A few, however, are more aggressive.

"We're not The New York Times, but there is no reason a small town editor has to be provincial," says Loren Ghiglione, publisher of the Bristol (Conn.) Press and of The News in Southbridge, Mass. Prior to buying the Bristol daily last year, Ghiglione built a reputation for including a great deal of foreign news in the 7,375-circulation Southbridge paper.

One thing daily newspapers of all sizes have in common is dealing with the torrent of foreign stories arriving in the newsroom—principally from the wire services. The volume is far greater than even the biggest papers can accommodate. To aid in the process of selecting which stories to run, The Seattle Times has developed a system of copy desk editors who have international "specializations."

The Seattle Times has developed a system of copy desk editors who have international "specializations."

Using editors who specialize in processing copy from certain geographic areas has proved far superior to operating with "people who are simply wire handlers," says Assistant Managing Editor Alex MacLeod.

It has helped the Times augment its regular foreign news with a daily "Close-up"—a half page of foreign news analysis from a wire service, the Times staff or a combination of both. Illustrating the stories with Times-produced graphics, "we try to do things with a high impact," says MacLeod. "If you dribble things in here and there, it just doesn't have the same effect." His newspaper's goal, he says, is to "go at something with a plan and pull it all together and give [readers] something they can put their arms around and say, 'Yeah, I understand.'"

SPECIAL SITUATIONS. Specialization is also the watchword for foreign coverage at newspapers serving large ethnic communities or publishing near an international border.

With about 50 percent of Miami's population of Hispanic origin and Miami's emergence as the leading U.S. gateway to Latin America, The Miami Herald concentrates heavily on news from that region. In addition, it circulates an international English edition in Latin America and a Spanish-language version, El Miami Herald, in Miami.

"There's lots of debate on whether we have enough European news and I would argue that we don't," says Foreign Editor Mark Seibel. "We don't run as much as we might run in Philadelphia. We tend to be more focused on Latin America."

The Herald has five correspondents covering Latin America regularly. One reports on Central America from El Salvador, another on South America from Brazil. Three more live in Miami

Organizations Offer Help for the Foreign Beat

Some organizations are acting to upgrade the skills and perceptions of newspaper journalists handling foreign news. For example:

- With funding from the Ford Foundation, Benton Foundation and Carnegie Corp., the Sigma Delta Chi Foundation is sponsoring a two-year program to demonstrate the relevance of Third World news to U.S. newspapers.

After a pilot program at The American, a 24,274-circulation daily in Hattiesburg, Miss. [presstime, June 1985, p. 62], the project's director is now preparing a book with model stories collected from a variety of newspapers. It will be used by the SDX Foundation to conduct workshops for reporters and editors next year.

- Concerned about U.S. newspapers' portrayal of Third World countries, particularly in Africa, and about the small number of minority journalists with foreign news experience, the National Association of Black Journalists sponsored an African trip last summer.

Former NABJ President Mervin Aubespin, associate editor/development for The Courier-Journal and The Louisville Times, says the goals were to improve coverage of Africa, to meet African journalists and to help black U.S. journalists get overseas posts.

- The American Society of Newspaper Editors and the National Council of Editorial Writers have sponsored overseas trips during the past few years.

"The main advantage of having a [formal] program is you are more likely to get a major figure to meet with you," says Clarke Thomas, associate editor at the Pittsburgh Post-Gazette, who organized NCEW's first trip in 1980. It included an interview with then-Vice Premier Deng Xiaoping.

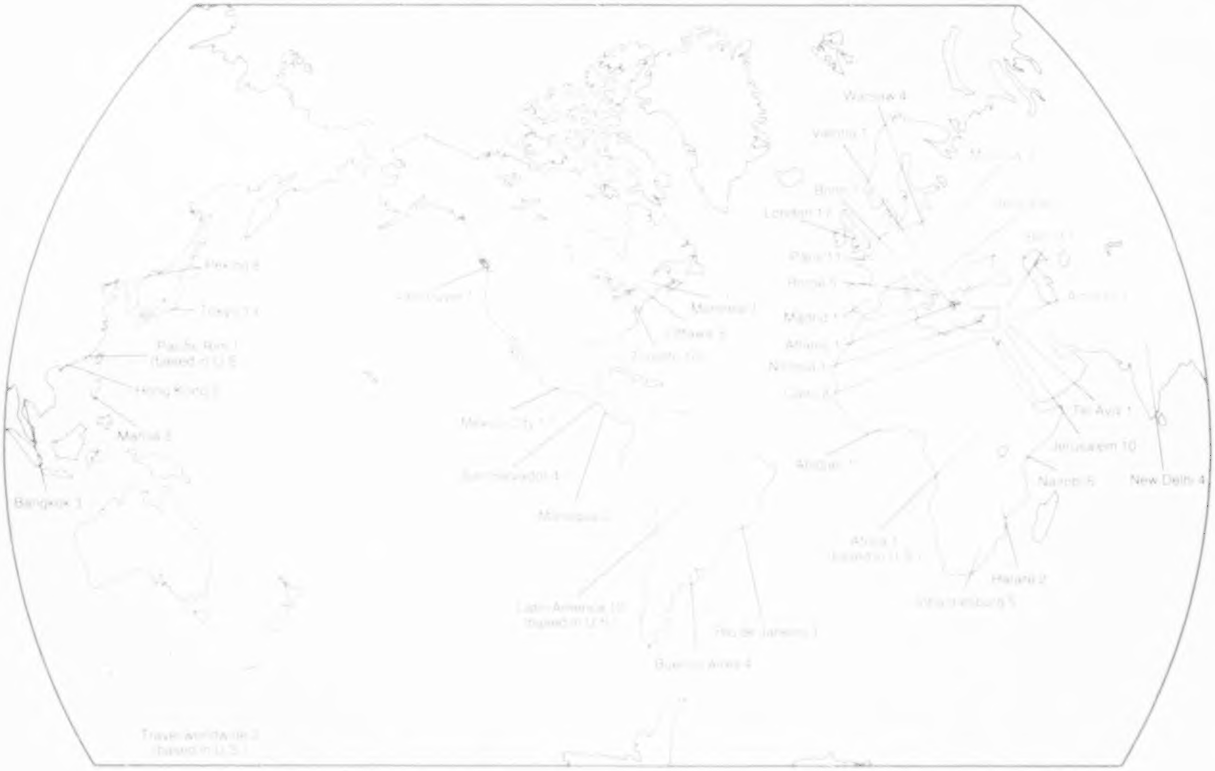
- Other U.S. journalists are involved in programs such as the Jefferson Fellowships and the seminars for senior editors at the East-West Center in Hawaii [presstime, Jan. 1986, p. 46].

Aimed at "gatekeepers," the three-day seminars offer a chance to meet with experts in Asian affairs, while the eight-week Jeffersons include Asian travel.

"[Editors] are the ones that need to have a better understanding of what's going on, so they can say, 'There's an important story' when they see one," says William J. Woestendiek, executive editor of The Plain Dealer in Cleveland, who attended the East-West Center workshop, then encouraged Associate Editor John Clark to take a Jefferson Fellowship.

International coverage in the St. Paul Pioneer Press has "about doubled over a three-year period" since Editor and Vice President John R. Finnegan participated in an East-West Center seminar on Pacific Rim issues.

Numbers of U.S. Newspaper Correspondents In Foreign Cities


Warsaw 4
Vienna 1
Bonn
London 17
Paris 11
Rome 5
Madrid 1
Athens 1
Nicosia 1
Cairo
Peking 8
Tokyo 11
Pacific Rim 1
(based in U.S.)
Hong Kong
Manila 3
Bangkok 1
Vancouver 1
Montreal 1
Ottawa 3
Toronto 10
Mexico City
San Salvador 4
Managua
Abidjan 1
Tel Aviv 1
Jerusalem 10
Nairobi 5
New Delhi 4
Africa 1
(based in U.S.)
Harare 2
Johannesburg 5
Latin America 10
(based in U.S.)
Rio de Janeiro 1
Buenos Aires 4
Travel worldwide 2
(based in U.S.)

but travel throughout the region.

Although at the other end of the spectrum in terms of size, the New Bedford (Mass.) Standard-Times faces a similar situation. Half of New Bedford's population traces its ancestry to Portugal or to the Portugese-speaking islands of the Azores or Cape Verde. The Standard-Times attempts to report developments in all three areas through a mix of staff, stringers and special arrangements with the foreign desk at AP to cover such events as presidential elections and major celebrations.

For papers near the borders with Mexico or Canada, stories granted only a few inches in other parts of the country may rate big headlines. For example, the Jan. 11 front page of the Tucson Citizen carried this banner head: "Peso Tumbles As Prices Rise 63.7%"; the Feb. 19 business section of The Buffalo News declared: "Cash In on the Canadian Dollar Crisis."

Neither of those papers has what could be called "foreign" correspondents in the neighboring land.

"It's a lot easier for us to get to Sonora from Tucson than from Mexico City," so when a trip south of the border is merited, the Citizen dispatches someone from its newsroom, says Publisher Gerald Garcia. On an ongoing basis, the paper covers in some detail Mexican politics and economics, as well as immigration and drug traffic emanating from Mexico and Central America.

The Buffalo daily retains several stringers in Canada who work full-time for Canadian papers.

Small dailies published along a border also can tackle foreign issues. The 5,531-circulation Sierra Vista (Ariz.) Herald last year sent three reporters and a photographer to Nicaragua, Honduras and El Salvador for three weeks of news gathering. Upon their return, they produced three 12-page special sections.

EVOLVING APPROACH. The surge of interest in foreign news and its presentation by U.S. newspapers appears to be continuing, with no hint of a drop-off coming.

Most major dailies seem to have reached a plateau in the establishment of foreign bureaus and are developing complementary methods that will allow them to increase the amount and depth of foreign coverage. In this regard they are joining mid-size and [illegible] smaller dailies, which have made greater use of special coverage—flying reporters and photographers from home to foreign sites to go after stories of particular interest to their readers.

In addition, there appears to be no let-up in the search for additional ways to, as AP's Polowetzky puts it, "give meaning" to the news—more analysis of day-to-day events, more background pieces to place news in perspective, more creative use of graphics to make international stories clear to the average reader.

If developments in the last half-decade are any indication, the fact that more and more copy is available through wire services will not deter newspaper editors from also seeking more first-hand accounts of what takes place outside U.S. borders.

As Judith Clabes, editor of The Kentucky Post in Covington, puts it after an enthusiastic reception of a series she wrote on a recent trip to Southern Africa: "When somebody they know writes about these issues, I think they (the readers) pay more attention."

LIBEL UPDATE

Issues remain heated in legislatures, courtrooms

BY MARGARET GENOVESE
presstime staff writer

Libel remains a simmering issue in the United States, as evidenced by what's been going on in statehouses, courtrooms, newsrooms and other locales around the country. Once in a while, as happened in Oklahoma recently, it even boils over.

Frustrated by failure to get a law enacted that would enable libel defendants to recover legal costs when they prevail in suits, the Oklahoma Press Association looked around late last year for other groups with similar concerns.

It found plenty.

In December, more than 30 representatives from trade associations and professional societies across the state gathered in OPA's offices in Oklahoma City to discuss the possibility of making changes in "tort" law—the type of civil law under which a person may recover damages for an injury, or tort. Defamation, or injury to reputation, is a kind of tort.

By early this year, a 50-plus member coalition called "Oklahomans Against Lawsuit Abuse" was formed to draft legislation. And on Feb. 26, the Oklahoma House passed an amended version of the coalition's bill. The main benefit of the bill, as the newspapers see it, is that it would require courts to order losing parties to reimburse the prevailing party for legal fees if the lawsuit was found to be frivolous.

In most instances, it also would limit punitive damages awarded by juries to half of actual damages.

Although the House passed the bill overwhelmingly (89-10), Ben Blackstock, OPA executive vice president and spokesman for the coalition backing the measure, predicts an uphill battle in the state Senate.

An indication of the donnybrook ahead came in early March when the chief opponent of the bill, the state's trial lawyers association, invited consumer activist Ralph Nader to address the Senate in opposition to the bill. At a subsequent press conference, Nader pounced on OPA in general and Blackstock in particular for their leadership on the legislation. Press associations should restrict themselves to lobbying on First Amendment matters, he said. Blackstock, he added, "ought to be ashamed of himself" for lobbying to restrict the rights of injured people.

But OPA was not cowed.

"It's a progressive piece of legislation and that's why we're behind it," says Donn R. Dodd, OPA president and editor-publisher of the Claremore Daily Progress.

"Under Oklahoma law," Dodd notes, "if you are a defendant in a [libel] action and you win, you get nothing but the experience."

TREND TO TRIALS. More and more, the press is getting that "experience."

There is something of an anomaly in the status of libel litigation today. While some observers say there has been a decrease recently in the number of suits filed, the number of trials appears to be increasing.

"From all appearances, it seems that more cases are making it through the process—through trial," says Henry R. Kaufman, general counsel of the Libel Defense Resource Center, a New York City clearinghouse on libel information supported by media organizations.

"The increasing incidence of trials in an area that has been unique in its freedom from trials, unique in its ability to have cases resolved on pretrial motions, is one of the most important trends," agrees Robert D. Sack of the New York City firm of Patterson, Belknap, Webb & Tyler.

"Newspapers that went years without having a trial, The Washington Post, The Wall Street Journal and others, are now starting to have trials or look toward trials for a variety of reasons," says Sack, who is outside general counsel for Dow Jones & Co., which publishes The Wall Street Journal.

Not the least of the reasons for more trials, according to Sack, is "some receding" in media defendants' ability to have cases thrown out of court before trial on motions for summary judgment—requests that the complaint be dismissed because the plaintiff has not stated legal grounds to support the case.

In research that covered the period 1980-84, LDRC found that media defendants prevailed 75 percent of the time on motions for summary judgment. "The question becomes," says Kaufman, "are fewer [summary judgment motions] being made or, at least, are a lower percentage of cases dealt with on summary judgment?"

A case currently before the U.S. Supreme Court addresses the question of whether summary judgment will continue to be as available as it has been in the past. *Liberty-Lobby v. Anderson* could have a "vast practical impact" on whether public-figure libel cases proceed to trial or are dismissed, according to Washington, D.C., media lawyer Bruce W. Sanford. The court is being asked to decide whether a plaintiff must show

Hays (right) and Reynolds review complaint procedures.

with "convincing clarity" that the defendant acted with actual malice in order to overcome a defense motion for summary judgment [presstime, Oct. 1985, p. 42].

Not all of the trial-related developments are anti-press.

New York City libel lawyer Floyd Abrams notes that several lower courts have held recently that journalists in libel cases may testify about what their sources told them without identifying those sources. "This is, in my view, a significant new development," says Abrams, of the firm of Cahill Gordon & Reindel. "The issue is by no means ultimately decided, but that does seem to be the direction that the cases are going."

CALCULATING THE COST. The increasing incidence of libel trials is significant for two reasons. The cost to defend a case that goes to trial is almost double that of one that ends in summary judgment. And once a case goes to a jury, media defendants lose 75 percent of the time, according to LDRC.

Paul L. O'Brien, U.S. general counsel for Mutual Insurance Co. Ltd. of Hamilton, Bermuda, estimates that the average cost to defend a libel case from conception through trial is $150,000—and that does not take into consideration the cost of appeals. On the other hand, one ending at the summary judgment stage costs a media defendant about $80,000, he says.

Whatever the extent of the legal proceedings, "It is horrifyingly expensive to litigate," observes LDRC's Kaufman.

Kaufman recently received a grant from the Gannett Center for Media Studies to study libel defense costs. His findings will be presented at a June 13 center-sponsored conference in New York City titled "The Cost of Libel: Economic and Policy Implications." According to Center Executive Director Everette E. Dennis, the conference will be one of the first to focus on libel litigation's economic, rather than editorial, consequences.

To get a handle on why juries so often go against the media, and to recommend strategies to employ or to avoid, LDRC has conducted two attitude studies of jurors. These showed "that things aren't quite as bad as some people fear, but certainly not as good as we would like," says Kaufman, who reports that two similar studies are planned.

Writing last fall in the American Bar Association's quarterly Communications Lawyer, he explained: "The recent trial results and studies indicate . . . that juries are not inherently biased against the media in libel cases. On the other hand, the recent evidence shows that jurors are prepared to hold the media to a very high standard, despite the heavy burdens imposed on libel plaintiffs by the First Amendment. And once jurors find liability, they are perfectly prepared to enter heavy damage awards."

J. Don Cook, The Daily Oklahoman

Nader criticizes the Oklahoma Press Association's lobbying for a bill to limit damage awards.

Although no other state press association appears to have taken as outspoken a role as OPA in pushing legislation to cap damage awards, others are getting involved in so-called "tort reform" efforts, too. For example, the South Carolina Press Association is supporting a bill to put a $250,000 cap on punitive damages. The Wisconsin Newspaper Association recently told a state manufacturers' association looking into limits on damages that it is interested in such efforts. And the West Virginia Press Association has associated itself with a coalition to promote tort reform legislation.

In addition, the Executive Committee of the LDRC has authorized an examination of tort-reform efforts. "We just want to be sure that these reforms, if they are undertaken, don't leave us out," says Kaufman.

> *"Things aren't quite as bad as some people fear, but certainly not as good as we would like."*

On the federal front, an interagency task force has suggested tort-reform measures and various tort reform bills have been introduced in Congress.

HANDLING COMPLAINTS. ANPA Vice President/General Counsel W. Terry Maguire considers improvement in complaint-response procedures to be "the most significant window of opportunity" for newspapers in the libel arena.

"I think it's an area in which there would be a high rate of return in response to the amount of effort and attention devoted to the issue," says Maguire. He says he doesn't believe "that all newspapers have developed procedures for dealing adequately with editorial complaints."

A recent study by three professors at the University of Iowa, in which 114 libel plaintiffs were interviewed, bolsters this belief.

"The manner in which media publishers deal with plaintiffs following publication unnecessarily fosters litigation," concluded the Iowa Libel Research Project. "The media, therefore, have some self-examination to do."

The Iowa researchers recommended ways newspapers could improve their complaint-response procedures, including insisting on courtesy in dealing with complaints (see story, p. 47), assigning responsibility for handing complaints to a person who is not responsible for news coverage, developing written policies and procedures for handling complaints and "making sitting on other than a frivolous complaint a firing offense."

Two newspapers that have recently adopted more formal procedures for handling complaints are The Press-Enterprise of Riverside, Calif., and the Des Moines Register. Both were influenced, to some degree, by the Iowa study.

"We think that a reader who is complaining about the accuracy of our paper is doing us a favor, and we want to treat him that way," says Howard H (Tim) Hays, editor and publisher of The Press-Enterprise.

Under the new procedure, outlined in the paper's handbook for employees, Associate Editor Bruce Reynolds fields all initial complaint calls, visits or letters. He then confers with the appropriate managing editor who initiates a fact-checking process to determine what, if any, action should be taken by the paper. If a complainant deals directly with a reporter, the reporter must tell his or her supervisor immediately and write a follow-up memo with details.

The handbook advises: "For many people, calling an institution like the newspaper is a stressful experience; a tone of voice, impatience or defensiveness can easily be interpreted by them as hostility, a stone wall."

A similar procedure is in place in Des Moines, according to David R. Witke, deputy editor. When a reporter receives a complaint, it is immediately reported to the supervising editor who then discusses it with the managing editor.

Complaints that cannot be resolved through discussions between the reporter and editors, or that involve a matter of newspaper policy, are referred to Witke. If it is a complaint that he believes may lead to a law suit, Witke consults with Editor James P. Gannon.

The new, unwritten, complaint procedure stresses three basic principles, says Witke: "Be courteous, be cautious and make sure that your boss knows about it."

The findings of the Iowa study will be the subject of a conference June 5-6 at the Law School of the College of William and Mary in Williamsburg, cosponsored by ANPA and the Institute of Bill of Rights Law.

LITIGATION ALTERNATIVES. The notion that there may be less expensive alternatives to libel trials also is beginning to get a look.

The people involved in the Iowa Libel Research Project, for example, are proposing that alternatives to litigation be tested. They have a grant application pending before the John and Mary R. Markle Foundation, which supported their initial study.

Congress also is looking into alternatives. The House Subcommittee on Civil and Constitutional Rights opened hearings in February on libel law problems and solutions, including a proposal by U.S. Rep. Charles Schumer (D-N.Y.) to create a new "cause of action" in the libel area. It would allow a public official or public figure to sue, not to recover damages, but to get a declaration that the publication or broadcast was false.

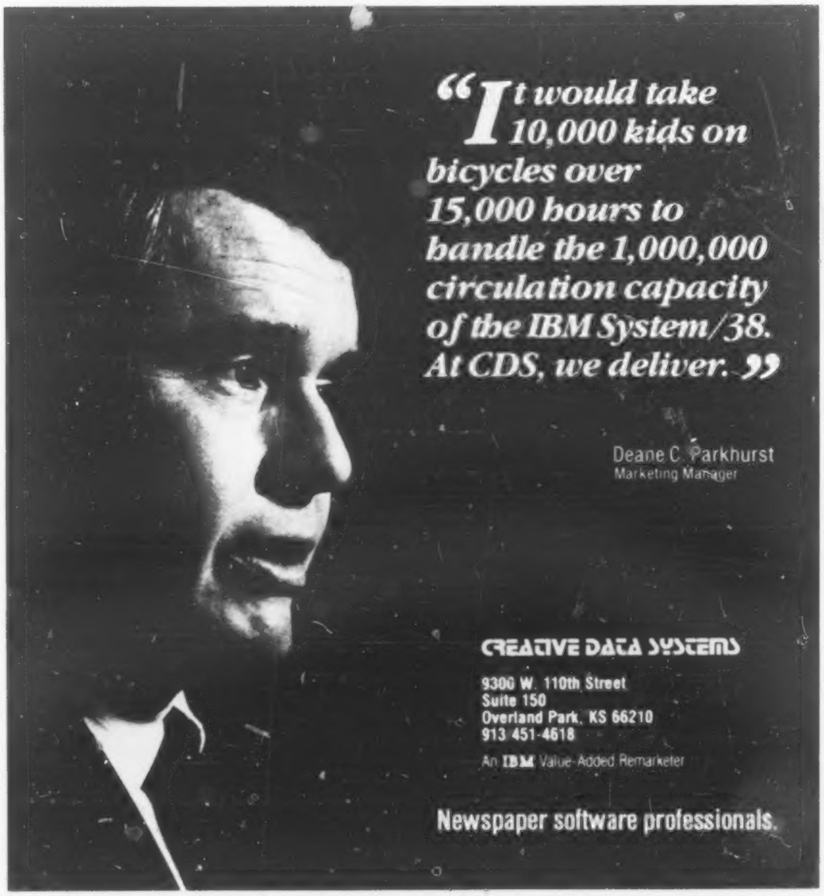
Libel experts, however, see little chance that such a bill will be enacted.

"I think that the question of what the libel law in this country is going to be is going to be determined by the Supreme Court and only by the Supreme Court," says James C. Goodale of the New York City firm Debevoise & Plimpton. "I don't think there is one chance in a million that Congress will pass a libel law," adds Goodale, who is chairman of the Practising Law Institute's Communications Law faculty.

Even fellow New York lawyer Abrams, author of a September 1985 article for The New York Times magazine titled "Why We Should Change Libel Law," does not think there will be a congressionally mandated change in the near future. "I would think it unlikely that that would occur until significantly more people are persuaded of the need for change," he says.

It may be, he adds, that a solution such as that proposed in the Schumer bill is "an idea whose time has not yet come."

"What would make it come?" Abrams asks rhetorically. From the standpoint of the press, he says, congressional action might become desirable if appeals courts upheld "a few libel suits that involved very substantial sums of money." From the point of view of plaintiffs, he adds, the day for congressional intervention might come "if they continue to lose public-official libel suits for failure to prove actual malice, and they genuinely desire a change to deal with reputation and not dollars." ☐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DETAILS IMPORTANT

BUYING TELEPHONE SYSTEMS

The Best Advice Boils Down To This: Leave Nothing to Chance

(Editor's note: The following is the second article in a two-part series on planning for and buying an internal telecommunications system.)

The difference between education and experience perhaps is illustrated no more clearly than in the purchase of a new telephone system.

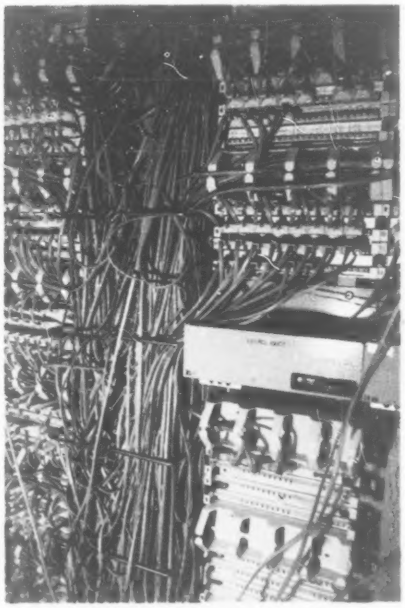
As management consultant William Oncken Jr. puts it: Education is what you get by reading the fine print, whereas experience is what you get from not reading it."

Thus, newspaper executives are well-advised to pay close attention to the myriad details in buying telecommunications equipment so as to avoid any short circuits.

The first step in procurement parallels that of the earlier "needs assessment" [presstime, March 1986, p. 20]. It is gathering preliminary information, starting with comments from all departments.

Experts say top management should call a meeting of department heads to explain findings of the needs assessment and to plan for the actual purchase of equipment. Comments and suggestions should be sought.

It may help to form a procurement committee to provide expertise on various facets of the project and to ensure that the acquisition is widely accepted in all newspaper departments. Possible committee members are the general manager, data processing manager, production manager, editor, finance manager, classified advertising manager and, of course, the telecommunications manager.



Installations can be quite complicated.

Each committee member should be educated to the task at hand and should become familiar with current technology. This education can take many forms: Seminars and training classes, articles in the trade press, preliminary vendor presentations and vendors' system description manuals are all good information sources.

It also is wise to consider professional consultation. Telecommunications is an increasingly complex field. Even organizations with large, in-house telecommunications staffs use consultants regularly to supplement their expertise. A good consultant earns his or her fee many times over in cost savings and efficiency.

A word of caution, however: A poor consultant is worse than going it alone. It is imperative that a consulting firm's references be checked and double-checked, and that its experience closely matches the particular project. Newspapers have special needs that may be foreign to some otherwise good consultants. The ANPA Telecommunications Department has compiled a consultant list recommended by member newspapers. Copies are available upon request from the department at The Newspaper Center in Reston, Va.

Make clear that the newspaper environment differs from that of most businesses.

SEEKING PROPOSALS. In all but the very smallest acquisitions, it is highly desirable to provide vendors with a written "request for proposal," or RFP.

The complexity of these documents will vary according to the complexity of the acquisition, but there is information they all should include:

- **Basic Information,** including the purchaser's name, address of installation, general size of the system required, installation deadlines, deadlines for responding to the RFP, any meeting dates scheduled for discussion of the project and names of key project contacts. It also is important to supply instructions for responding to ensure that vendors give equivalent proposals.

The Concord (N.H.) Monitor, which recently acquired a new telephone system, did not issue such detailed instructions. "The proposals came back to us in a variety of formats, including handwritten notes," says Publisher George Wilson. "There was no similarity of language. . . . It was impossible for us to conduct an apples-and-apples compari-

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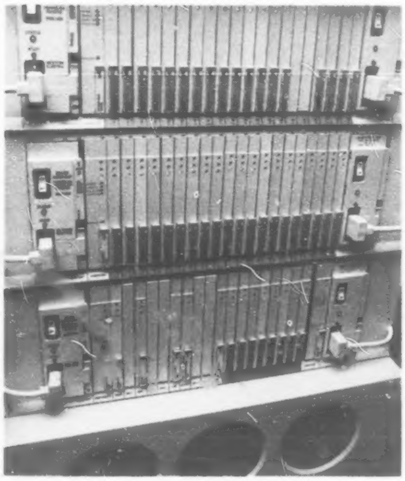
Walker is telecommunications systems specialist in ANPA's Telecommunications Department.



Computerized switching equipment is now a part of most any telecommunications setup.

son." The Monitor had to go back to vendors for clarification.

• **System specifications,** describing operating parameters of the system in detail. This should include present and future capacity requirements; system and feature descriptions; ancillary equipment needs; power, space, heating and air-conditioning needs; and cabling specifications, covering the use of new or existing wiring and an explanation of all local fire and safety laws pertaining to the acquisition and installation.

• **Costs,** including a list of all equipment, labor and service plans. It is a good idea to request payment schedules based on both lease and purchase options. Ask for all possible service and maintenance options and for warranty specifications. Helen Waicunas, telecommunications manager at The Hartford Courant, also suggests requesting additional-equipment price lists guaranteed for one year from the date of system's acceptance.

• **Procedures and penalties,** including completion dates for each step of the installation, testing and acceptance procedure, and penalties for failure to meet deadlines. Make clear that the newspaper environment differs from that of most businesses and that the vendor is expected to accommodate any special needs. Vance Caesar, executive vice president of the Long Beach (Calif.) Press-Telegram, which is in the process of acquiring a new phone system, considers the installation schedule to be crucial because of time constraints inherent in putting out a daily newspaper. "The equipment is needed 24 hours a day . . . so quality levels must be up immediately," Caesar says.

It is imperative, therefore, that a clearly defined installation procedure be requested from each vendor. The document should include responsibilities of all parties; names and phone numbers of all intallation project team members; details on how problems will be resolved, including "escalation" procedures—specifying who in the vendor's employee hierarchy should be contacted to resolve difficulties and when; and other information.

Follow the same procedure for service requirements. At the Courant, for example, the service policy states that the vendor will provide immediate response to any problem occurring between 8 a.m. and 5 p.m. Beyond that, the vendor will provide immediate response 24 hours a day when a problem affects 10 percent or more of the newsroom. Waicunas points out, "You can buy the most state-of-the-art system in the world, but if it goes down and you can't get service, it isn't worth a nickel."

• **Payment schedules,** which should be weighted toward delivery and acceptance of the system. For example, a typical payment schedule might look like this: 20 percent of system price upon contract signing, 25 percent upon equipment delivery, 35 percent after installation and testing, and 20 percent upon formal acceptance of the system.

BIDS, NEGOTIATION. Once proposals have been received, the procurement committee should review their contents and eliminate vendors that cannot meet RFP specifications or that submitted incomplete proposals.

If clarification is needed on a few points, it is acceptable to call the vendor. However, vague or poorly conceived paper work could be an indication of general inferior quality of a vendor and might justify that firm's elimination from the competition.

Ideally, there should be two to four vendors whose presentations stand out. Make arrangements to visit these firms at their offices and get complete tours of the facilities. Talk to the employees about the equipment and about their jobs.

> *"If (phone service) goes down and you can't get service, it isn't worth a nickel."*

Request a list of five to 10 of the most recent customer installations of similar-size systems. Note that this is not a reference list. Make arrangements to visit some of those customers' facilities independently and talk to the people who work there. Verify customer satisfaction.

The final step in procurement is contract negotiation. Remember that negotiation is not simply presenting a list of demands. Be willing to give a little on less-important points. But remember, too, that certain items are critical to the efficient operation of the newspaper. Stand firm on them.

Margaret Genovese

Employee acceptance is important for a new telephone system to succeed.

Some suggested areas of negotiation include enhanced service policies, extended equipment warranties, lower cabling and equipment prices, better payment terms and penalty amounts.

Be certain that the final contract spells out *in detail* each item covered in the RFP, including prices for each piece of equipment, performance schedules, problem-solving procedures, service policies and prices, items of individual responsibility, penalty clauses and payment schedules as agreed upon in negotiations. Have the contract reviewed by legal counsel and, if one is available, by a telecommunications consultant.

Above all, remember the meaning of management consultant Oncken's dictum about the difference between education and experience: Leave nothing to chance. ☐

Foreign reporting demands patience and quick wits in addition to good journalism

BY THOMAS J. R. KENT

In just a few decades, the job of foreign correspondent has changed dramatically.

Thirty or 40 years ago, Associated Press foreign correspondents devoted most of their efforts to gathering basic facts and transmitting them to New York, often by unreliable telegraph links. They had little day-to-day contact with their editors, and frequently had little assurance that their precious telegrams were getting through at all.

Today, the prime job is still to gather the facts, but that's only the beginning of the work. Within hours after they file the first bulletins on a major story, foreign correspondents are expected to provide background stories and news analyses to explain the story's larger significance.

Thomas J. R. Kent

Newspaper readers today are eager for stories that put events in perspective, identify patterns in the flow of spot news, and explain regional and long-term trends. Often, AP runs packages of stories—recent examples include international terrorism and world famine—that look at a major problem from a variety of angles.

Improvements in technology make filing stories today easier. AP has dozens of portable terminals in operation overseas, and with widespread use of the portable picture transmitter, stories and photos can be transmitted from virtually anywhere in the world. Copy travels by high-speed satellite circuits into central computers where it can be edited immediately for retransmission to the rest of the world.

New York editors, once a distant power at the end of a telegraph line, now can be on the telephone to foreign correspondents in seconds with questions or suggestions.

While the technology for sending a story has become faster and easier, however, the access to information to write that story is often more restricted.

These days there is very little direct censorship. But access can be limited in other ways: denial of visas, difficulties of meeting with news sources, inability to speak on the street to people who fear reprisals, threats of expulsion or of physical harm.

In recent years, AP staffers and stringers have been kidnapped in Beirut, killed or injured by bomb blasts in Nicaragua and Rome, forced to send messages over the wire at gunpoint in Chile, targets of death threats in El Salvador, and imprisoned or summoned before judges in half a dozen countries. In March, our chief Middle East correspondent, Terry Anderson, marked one year as a prisoner of a war he sought only to report.

Ironically, the very nature of AP's global reach makes an AP foreign correspondent a local correspondent as well. Modern communications can deliver a story back to the region where it originated in seconds.

AP requirements for foreign correspondents are more stringent than they were even a decade ago. Like all newspeople on the staff, they need a college degree and two years of prior daily news experience. To be sent overseas, one must first work in a domestic AP bureau and on the New York foreign or world service desks or both.

Reporters who seek assignment abroad are expected to speak at least one, and preferably two, foreign languages; to know history and have a broad knowledge and interest in foreign affairs; to write clearly and quickly about complex issues; and to adapt readily to foreign cultures and the pressure of being on call 24 hours a day. Backgrounds in economics and science, as well as politics, are encouraged.

They should be able to understand how a country looks through the eyes of its own people and from a foreign perspective. Moreover, that foreign perspective cannot be only American: They are writing not only for AP members in the United States but for subscribers in 116 countries around the world.

Traveling itself can test the patience of the best correspondent. In the Third World, the distances can be vast. Territories are sometimes controlled by competing, warring groups. Roads, landing strips, buses and trains are sometimes inadequate or non-existent. Costs to go anywhere or get anything done can escalate overnight.

What are the toughest areas in the world to cover? The Middle East is one, due to the distances involved, the cultural and religious differences, and the complexity of the stories. In Africa, the distances and the lack of technical facilities can seem overwhelming. Afghanistan is an example of one country where the access for covering a major story is minimal.

I've been arrested or detained by the police in every country I've ever worked in, had guns pointed at me and had my byline in half the newspapers in the world. Would I recommend the profession to others? Absolutely. ☐

Kent, news editor for the World Services Division of the Associated Press, is a graduate of Yale University with a degree in Soviet and East European studies. He has worked for AP in Hartford and New York City and overseas as newsman in Sydney, as NATO and Common Market correspondent in Brussels, as head of AP operations in Iran and as bureau chief in Moscow. He speaks French, Spanish and Russian.

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PROFILE

Alvah Chapman

Lending talents to professional and civic worlds

BY MARGARET GENOVESE
presstime staff writer

Those who know him well say Alvah Chapman Jr. is a consummate newspaperman and a classic citizen.

As chairman and chief executive officer of Miami-based Knight-Ridder Newspapers Inc., Chapman oversees a diversified communications company whose operating revenues last year exceeded $1.7 billion and whose properties include 27 daily newspapers, five suburban weekly newspapers, eight television stations, a cable-TV system and the Journal of Commerce.

"Alvah is the most complete newspaperman that I have ever known," says Knight-Ridder President James K. Batten. "He understands the minutiae and the pressure points of every aspect of newspaper operations." At the ANPA Convention in San Francisco this month, Chapman will be nominated for election as ANPA chairman and president.

But Chapman is not the type of person who devotes all of his energies to the workaday world. Says Dennis Pastrana, executive director of Goodwill Industries of South Florida: "There is not enough I can tell you about his generosity, his compassion, and his sense of duty to the community and all its citizens."

His knowledge of newspapering and his sense of "duty, honor and country" were nurtured early in life.

Born into a newspaper family 65 years ago in Columbus, Ga., Chapman grew up in Bradenton, Fla. His family owned the daily newspapers in both cities, and Chapman says, "I always assumed I would be in the newspaper publishing business."

He studied business administration at The Citadel, a military college in Charleston, S.C., and graduated as regimental commander—head of the corps of cadets.

One of his classmates, who now is president of the college, remembers Chapman as a fine leader. "We were peers," says Maj. Gen. James A. Grimsley, "but some are more equal than others, and he was one that was more equal."

Chapman has said he owes a lot to his military schooling, and he has attempted to repay it. Last year, he and his wife, Betty, presented the school with its first million-dollar gift.

After graduating, Chapman served in World War II as a B-17 pilot and squadron commander, flying 37 combat missions. After the war, he returned to Columbus where he worked briefly as a reporter before becoming business manager of the Ledger and the Enquirer.

In 1953, he left Columbus and the family business to become general manager of the St. Petersburg Times. Twenty years later, Chapman became reinvolved in the Columbus and Bradenton papers when as president of Knight Newspapers Inc. he was involved in their acquisition by the company now known as Knight-Ridder.

Chapman's path from Columbus to the Knight organization also involved a stop in Savannah, Ga., where in 1957 he became publisher and part owner of the Morning News and Evening Press.

He joined Knight Newspapers in 1960 and rose steadily, serving as vice president and general manager of The Miami Herald and executive vice president before attaining the presidency in 1973, a year before Knight merged with Ridder Publications. In 1974, he became the consolidated company's first president.

Chapman says his major accomplishment at Knight-Ridder has been "the building of a management team that works well together, a management team that has confidence in itself and knows where it wants to go." The company has just completed a five-year plan that is the product of 168 Knight-Ridder executives.

Although he admits he is "not overjoyed" by the failure of the company's Viewtron videotex project (see story, p. 56), Chapman says he derives "some comfort in knowing that for quite some years to come there will not be that particular threat to the basic newspaper business."

He also speaks with pride about the fact that since he became CEO in 1976, Knight-Ridder has greatly expanded foreign coverage. Today, it has 18 foreign correspondents.

However, Chapman may have made his biggest personal mark at home in Miami.

"If you asked me 'Who are Miami's 10 top citizens?' I would be hard pressed to tell you who two through 10 are," says Miami businessman Armando Cordina. "But number one, unequivocally, is Alvah Chapman."

He was chairman of Miami Citizens Against Crime, spearheaded a Chamber of Commerce revitalization plan for downtown Miami, and is active in the campaign to keep casino gambling out of Florida. In recognition of his contributions, the city of Miami in 1984 renamed the street that runs in front of the Herald building "Alvah Chapman Boulevard."

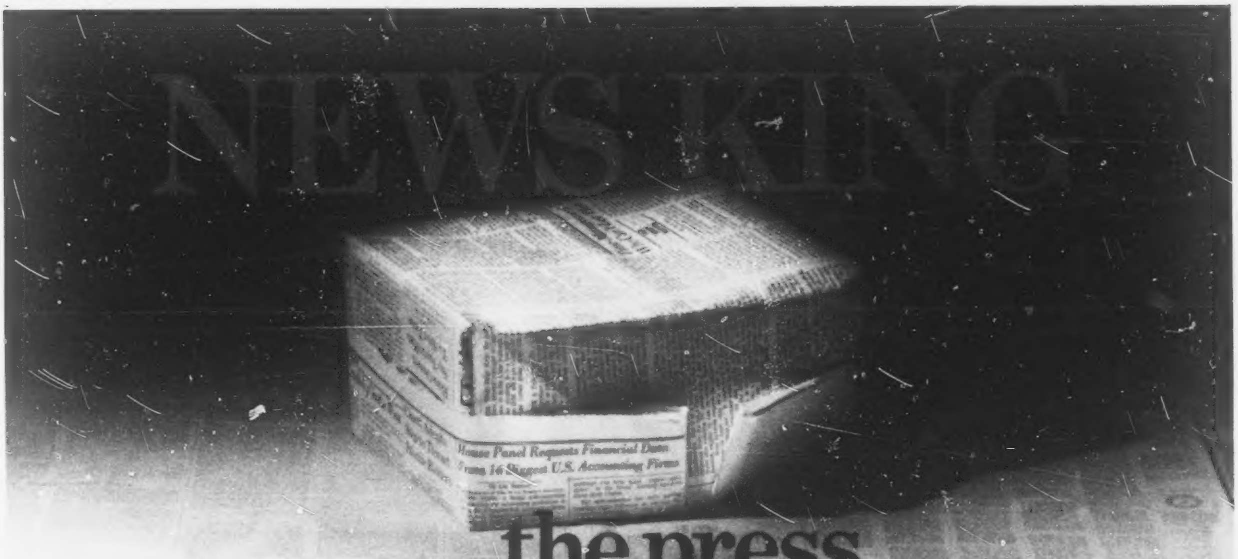
In addition to his civic endeavors, Chapman also has served as president of the Southern Newspaper Publishers Association and as a director of the Newspaper Advertising Bureau and of ANPA.

As he prepares to take on the role of ANPA's top elected leader, Chapman says the major challenges facing the newspaper business are "not new ones." He lists increasing readership and successfully competing for advertising against the growing number of new communications outlets.

He said ANPA will be reorganizing its Industry Affairs Committee into a new Circulation and Readership Committee to help the business make its way through the competitive thicket.

"I think we've got a good future, but I think we have a difficult job to do," he says. And, he adds, "I think we will do it."

Described by many as "well-organized," Chapman finds time to enjoy fishing, golfing and his family that includes two daughters and six grandchildren. ☐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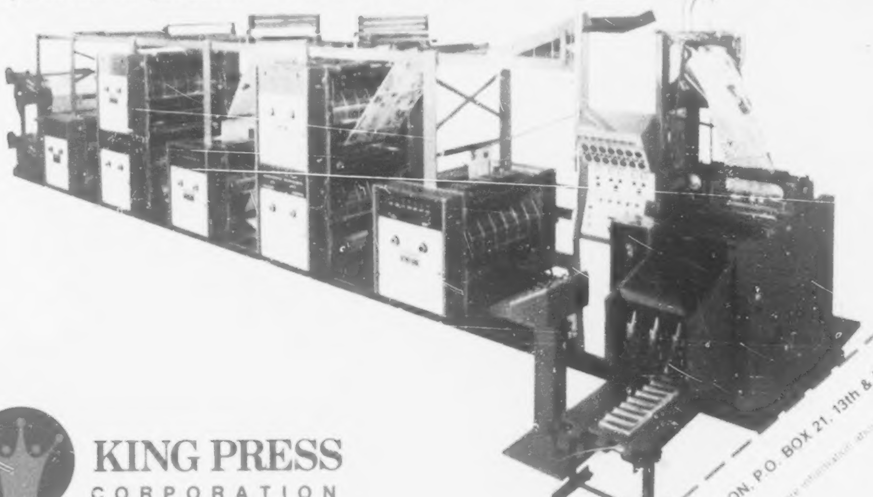

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LEGISLATION

Tax proposals, FOIA among committee concerns

Less than a week after members of the ANPA Government Affairs Committee left the Nation's Capital following their semiannual meeting, the issue that had dominated their discussions and strategy sessions left Washington, too.

That was a proposal to disallow 20 percent of business tax deductions for advertising expenses. It surfaced in a Treasury Department document in mid-February [presstime, March 1986, p. 42] and briefly was included in a tax revision package being drafted by Sen. Bob Packwood (R-Ore.), chairman of the Senate Finance Committee. But the proposal was deleted before Packwood unveiled his complete package March 13.

Although the proposal to limit tax deductions for advertising appears dead, ANPA staff is continuing to monitor the situation. "The tax-writing process is a fluid one," observed Martin Casey, ANPA manager/government and international affairs. "Changes could still take place. And it is still important for senators to be reminded of our concerns."

Casey said he thinks the proposal was scuttled "in response to expressions to all of the (Senate Finance Committee) members, both from business advertisers and media representatives."

The proposal, described initially as a denial of 20 percent of deductions for advertising expenses, subsequently was described as allowing immediate deduction of only 80 percent of advertising expenses, with the remaining 20 percent amortized over five years.

While the ad-deduction plan has been laid to rest—at least for the time being—other matters of concern remain for ANPA's public-policy overseers.

During its March 6-7 meeting, the Government Affairs Committee went on record in opposition to two bills that would deny business tax deductions for tobacco advertising expenses [presstime, Jan. 1986, p. 34].

The committee also reaffirmed its position that ANPA not support efforts to amend the federal Freedom of Information Act for fear of opening up the access law to damaging amendments.

In addition, it heard from and met with a variety of government officials.

Charles F. Rule, chief deputy assistant attorney general in the Antitrust Division of the Justice Department, addressed a joint luncheon held with the ANPA Telecommunications Committee.

Rule, whose division is responsible for enforcing the AT&T consent decree, suggested new technology may render the kind of restrictions placed on the Bell regional holding companies, including the ban on providing electronic information services, "an anachronism." (See stories, pp. 54-55.)

This new technology would give firms equal access to the local telephone network, and when it arrives, the Bell companies will have to be allowed to provide information services, he said.

On another matter of importance to publishers, Rule told the committees that "help is on the way, if we in the administration have our way," for newspapers subject to antitrust suits by competing shoppers over total-market-coverage programs. "The fact is, I think almost all of these cases are nuisance suits," he said.

Explaining that legislation proposed by the administration would eliminate the possibility that plaintiffs could recover treble damages in some antitrust cases, he said: "I think, to some extent, our legislation would provide relief from the nuisance suits that have been plaguing your industry."

Other speakers before the Government Affairs Committee included Sen. John C. Danforth (R-Mo.), who discussed the need for long-range solutions to national problems, and James C. Miller III, director of the Office of Management and Budget, who described details of President Reagan's proposed fiscal 1987 budget.

One feature of the meeting was a dinner to which committee members were asked to invite members of congress and other government officials. More than 25 accepted the invitations. ☐

Robert C. Maynard (top photo, left) of The Tribune of Oakland talks with Postal Rate Commissioner Bonnie Guiton and Rep. William D. Ford (D-Mich.), while (bottom photo) Charles M. Meredith III (left) of The Free Press, Quakertown, Pa., and Donald E. Newhouse of The Star-Ledger, Newark (center), share a joke with Rep. Peter W. Rodino Jr. (D-N.J.)

Terrorism coverage talks suggested

A high-level federal government task force has recommended that government officials meet regularly with the media to talk about coverage of terrorism.

It also has proposed that the Justice Department investigate whether members of terrorist groups are using the federal Freedom of Information Act to identify FBI informants, frustrate investigations and tie up government resources in responding to requests. If so, said the Task Force on Combatting Terrorism, Congress should close this "loophole."

The recommendations were contained in a report released March 6 by the task force, which is headed by Vice President George Bush.

In a March 11 letter to Bush, ANPA Executive Vice President Jerry W. Friedheim said the Association was gratified to see the recommendation emphasizing regular discussions between the government and the media about the coverage of terrorist incidents.

Noting the task force's fears about terrorist abuse of the FOIA and the suggestion for corrective legislation, he said ANPA has found that "existing exemptions to the Act are fully adequate to prevent any such abuses."

The task force devoted two pages of its 34-page report to a discussion of terrorism and the media. It listed six media practices it said "can lead to problems" during a terrorist incident: "Saturation television coverage, which can limit or preempt the government's options. Political dialogue with terrorists or hostages. Coverage of obviously staged events. Becoming part of the incident and participating in negotiations. . . . Payments to terrorist groups or supporters for interviews or access. Coverage of military plans or deployments in response to terrorist incidents."

The Bush panel said the solution to those problems "is not government-imposed restraint that conflicts with the First Amendment's protection of freedom of speech and the press."

But while it rejected the idea of government regulation of the media, the task force said: "The media must serve as their own watchdog. Journalistic guidelines have been developed for use during wartime to protect lives and national security, and in some circumstances should be considered appropriate during a terrorist situation."

Although individual media organizations have discussed guidelines on covering terrorism incidents and "ethical standards" have been adopted by some, "there is no industry consensus on either the need for or the substance of such guidelines," the task force added.

In its conclusions and recommendations, the task force reported this about terrorism and the media: "Terrorists deliberately manufacture sensations to capture maximum media attention—a ploy that often takes advantage of U.S. press freedom. This activity can be offset by close communication between media and government. The U.S. government should provide the media with timely information during a terrorist crisis. The media, in turn, should ensure that their reporting meets the highest professional and ethical standards." ☐

Kentucky publisher seeks federal law requiring libel suit loser to pay all fees and costs

The publisher of a Kentucky weekly newspaper that successfully defended itself against seven libel suits in the last 10 years has asked Congress to require the losing party in a libel suit to pay all legal fees and court costs.

"By taking away the incentive to sue poor newspaper publishers on the hope that the suit, itself, will have a chilling effect, you take away the biggest obstacle standing in the way of freedom of the press: the inability of its practitioners to pay the legal fees," said Homer F. Marcum, editor and publisher of The Martin Countian.

Considered a bad risk by libel insurance companies since the first libel suit was filed, his newspaper has spent $30,000 for legal defense of the seven libel actions, Marcum testified at a hearing before the House Judiciary Committee's Subcommittee on Civil and Constitutional Rights.

Marcum countersued once to recover legal fees and was awarded more than $21,000 [presstime, May 1985, p. 6]. However, the plaintiff has appealed, and Marcum has yet to receive the money.

The publisher also said state and national bar associations should fine lawyers who file unwarranted suits and disbar them for repeated offenses.

The Feb. 26 hearing was the first of a series of three or four planned by the subcommittee on problems and deficiencies in libel laws, and on proposals for change.

Also testifying was former U.S. Rep. Andrew Maguire, who spoke in support of a bill introduced by subcommittee member Charles Schumer (D-N.Y.). The bill would establish a new legal process through which a public official or public figure could sue not to recover damages but to get a declaration that the publication or broadcast was false.

Maguire said he had been victimized by publication of erroneous information about him in a book titled *Poisoning for Profit: Organized Crime and Toxic Waste.*

"No public official in the position in which I found myself is looking for a financial award—although in cases like this one tends to feel some such award would be amply justified," he said.

"What we are looking for is a correction, publicly made and attested to in the appropriate places, after the determination has been made by a responsible adjudicatory process that false and defamatory statements have been made."

The Schumer bill also would bar punitive damages in any libel suit brought under current law and would allow the prevailing party to be awarded attorneys' fees.

U.S. and Canadian trade talks advocated

ANPA has urged constructive bilateral trade talks between the United States and Canada.

In a March 19 letter to Senate Finance Committee Chairman Bob Packwood (R-Ore.), ANPA Executive Vice President Jerry W. Friedheim said two specific matters that presumably would be subject to such negotiations are of interest to ANPA: Canada's denial of business tax deductions for Canadian companies placing advertising in U.S. media, and softwood lumber issues that could affect newsprint supply and price. ☐

Congress proclaims 'FOI Day'

National "Freedom of Information Day" was proclaimed on March 16, the birthdate of James Madison, congressional sponsor of the Bill of Rights.

Joint resolutions calling for the observance were passed by the House Feb. 22 and by the Senate March 4. President Reagan signed the proclamation March 14.

Chief sponsors of the measures were Sen. Bob Packwood (R-Ore.) and Rep. Timothy E. Wirth (D-Colo.).

The effort to get the national designation began in 1979 by the Society of Professional Journalists, Sigma Delta Chi. It has been supported by other press organizations, including ANPA and the First Amendment Congress. Until this year, resolutions had been passed by one house but not by both.

The designation is for one year only. Jean Otto, who was SPJ,SDX president when the movement began, said the designation will be sought again next year. "If we get it passed a number of years, they may well make it an annual observance," said Otto, editorial page editor of the Rocky Mountain News in Denver.

Senate TV coverage to start June 1

On a trial basis, the U.S. Senate began providing live, gavel-to-gavel audio coverage of its proceedings March 12. Video coverage will begin June 1.

As of late March, the Cable Satellite Public Affairs Network (C-SPAN) was carrying the complete audio report, according to Senate officials. C-SPAN, which also carries gavel-to-gavel coverage of the House of Representatives, was making the Senate audio available to cable systems via a second satellite transponder.

About 30 systems were carrying the Senate audio, some as background on alpha-numeric channels, according to a C-SPAN spokeswoman.

The Senate will end the experiments on July 15 and two weeks later will consider whether to make such coverage permanent.

Senators agreed to allow the broadcasting tests Feb. 27 on a 67-21 vote. The House of Representatives has allowed TV and radio coverage since 1979, and about 2,000 cable systems currently carry the House proceedings, the C-SPAN spokeswoman said.

COURTS

Insert ruling seen as beneficial

A recent U.S. Supreme Court decision involving First Amendment rights of commercial establishments has favorable implications for the newspaper business, according to a media lawyer.

By a 5-3 vote, the court ruled Feb. 24, that utility companies have a right under the First Amendment to refuse to accept billing inserts from groups with which they disagree. The court thereby nullified a California Public Utilities Commission order requiring Pacific Gas and Electric Co. to include inserts from a consumer group in its billing envelopes.

Writing for the majority, Justice Lewis F. Powell Jr. cited the Supreme Court's 1974 decision in *Miami Herald Publishing Co. v. Tornillo*, which held that a newspaper could not be compelled to give free space to respond to editorial criticism.

The recent decision appears to extend *Tornillo* "to apply not just to the basic newsprint part of the newspaper, but to anything that is distributed with the newspaper," said P. Cameron DeVore. "In other words, it includes inserts," said DeVore, a partner in the Seattle law firm of Davis, Wright, Todd, Riese & Jones. ☐

COURT BRIEFS

• The Tribune in Oakland has dropped its antitrust suit against San Francisco's two daily newspapers over exclusive rights to syndicated material.

In an out-of-court settlement March 14, the San Francisco Chronicle agreed not to enforce its rights of **territorial exclusivity** to features sought by the Tribune [presstime, Aug. 1985, p. 35].

The first features, three cartoon strips, were to begin appearing in The Tribune on March 31.

• U.S. District Judge Francis J. Boyle March 18 cited The Providence Journal Co. and Charles McC. Hauser, vice president/executive editor of The Journal, for **contempt of court** for violating a gag order.

The newspaper published an article Nov. 14 involving Raymond J. Patriarca, a reputed organized crime figure, a day after Boyle had issued an order forbidding publication. Boyle subsequently lifted that order but issued the contempt citation nonetheless.

"Although the order might ultimately be held to be invalid, there is enough substance to it to expect law-abiding persons to respect it, at least briefly," he said.

• U.S. District Judge Neal P. McCurn Feb. 27 issued an interim order providing Legi-Tech, a California firm that operates a computerized legislative information service, **access to a legislative database** owned by New York state.

Legi-Tech had challenged the constitutionality of a New York law prohibiting companies that market computerized legislative information services from subscribing to the state database.

The judge directed Legi-Tech and the state to come to a mutually agreeable fee for the service.

REGULATIONS

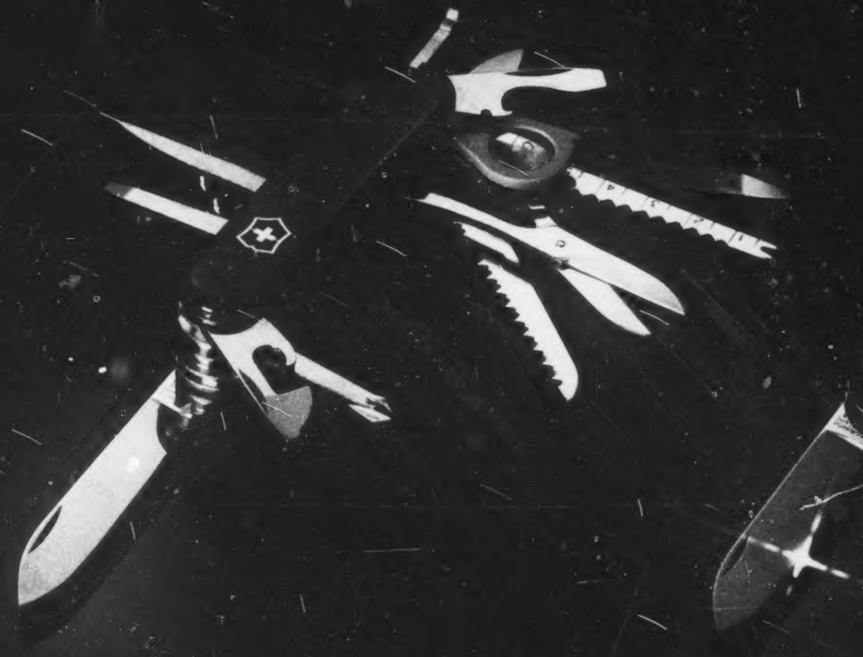
Plan agreed to on 'must-carry'

Representatives of associations representing the cable-TV and commercial broadcast industries have reached a compromise agreement on new rules for carrying local broadcast TV stations on cable-TV systems.

After formal ratification of the agreement by the organizations' leaders, the agreement was submitted March 21 to the Federal Communications Commission, which is considering whether to adopt such new rules [presstime, Dec. 1985, p. 36].

The FCC's previous "must-carry" rules, requiring cable systems to carry every local broadcast TV station in their areas, were struck down last July by a federal appeals court, which said they violated cable operators' First Amendment rights. The U.S. Supreme Court has been asked by broadcasters to review that decision.

Under the 12-point compromise agreement, cable systems with fewer than 20 channels would be exempt from any must-carry requirements. Those with between 21 and 26 channels would be required to carry no more than seven local TV stations. Larger systems would have to devote no more than 25 percent of their channels to local stations. ☐



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ANPA asks court to uphold 2nd-class TMC

The governors of the U.S. Postal Service delivered a possibly fatal blow to most daily newspapers' second-class total-market-coverage programs by requiring that they independently qualify for a second-class mailing permit.

Within minutes of the March 3 decision, ANPA filed a notice of appeal in the 5th U.S. Circuit Court of Appeals, New Orleans. The case was pending in late March.

In their decision, the governors fully accepted a recommendation of the Postal Rate Commission [presstime, March 1986, p. 46] to amend the Domestic Mail Manual so that it declares an "issue" of a newspaper be a separate publication if it:

- Is published regularly on the same day as another regular issue of the same publication.
- "Is distributed to more than ... 10 percent [of] nonsubscribers or ... twice as many nonsubscribers as the other issue on that same day, whichever is greater."

Such separate publications, the new provision states, must independently meet the Domestic Mail Manual's various qualifications for second-class permits.

Changes to the manual will take effect June 8.

The governors said that since 1876 "regular publications designed primarily for advertising purposes" have been excluded from second-class mail.

So-called "Plus" issues, as many second-class TMC products have been called, "consist principally of advertising material, and usually include advertising inserts," the governors said. "They generally contain relatively little editorial content."

"Historically," the governors also said, "the twin touchstones of second-class have been evidence of reader demand — demonstrated by willingness to pay for subscriptions — and evidence of having been designed for the dissemination of information, rather than for advertising purposes. We agree with the commission's finding, based on the record in this case, that Plus publications do not satisfy these touchstones."

ANPA has argued that second-class TMC programs, if done properly, do not violate postal rules, and no change in the Domestic Mail Manual is needed. ☐

Postmaster General Albert V. Casey (center), ANPA Treasurer Arthur O. Sulzberger of The New York Times Co. and Postal Committee Chairman Sandra Hardy of Calkins Newspapers talk shop during a break from a meeting March 7 of the Association's Government Affairs Committee.

Flap erupts over disclosure plan for publications

A U.S. Postal Service proposal regarding mailers' volume statements would give direct-mail firms an unfair competitive advantage over newspapers, ANPA has charged. The Association asked that the proposal be dropped.

The plan calls for a change in rules by which most mailers' volume statements are available for public inspection — if not upon demand, then by request under the federal Freedom of Information Act. The change would permit USPS to keep secret all mailing statements except those filed by second-and-third-class periodical publications.

The reason USPS singled out such periodicals for disclosure, officials said, is that publishers' groups including ANPA said during an earlier comment period that mailing information need not be kept secret [presstime, March 1985, p. 38].

Direct-mail firms, on the other hand, claimed their postal forms should be kept secret for proprietary reasons. Hence, postal officials proposed they be excluded from having to bare data.

W. Terry Maguire, ANPA vice president/general counsel, said in a letter to USPS that the proposal is an "unwieldy attempt to draw arbitrary lines of openness. There is no sound future in a policy that keeps the public needlessly in the dark."

Maguire also said that for the Postal Service to "craft one policy for publications' mailing statements, but another for competitive advertising mailers, is not only to create secrecy where it does not presently exist, but to tilt the marketplace toward our competitors." ☐

NNA appeals latest round of increases

The National Newspaper Association filed a court appeal over the latest postal rate increase affecting all "preferred" mail, including second-class, in-county mail and mailings of less than 5,000 copies outside the county of publication.

That increase, approved in early March by the U.S. Postal Service Board of Governors, had been expected because of federal funding shortfalls [presstime, March 1986, p. 46]. The governors said the new rates will hold at least for the remainder of the fiscal year.

NNA said the governors did not have authority to implement the increase because the new rates go beyond an applicable phase-in schedule established by the 1970 Postal Reorganization Act. In order to set rates beyond that schedule, NNA said, USPS must initiate a proceeding at the Postal Rate Commission.

Briefs in the case are due April 21. NNA filed its appeal in the U.S. Court of Appeals, District of Columbia Circuit. ☐

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World Press

Report to IAPA shows press freedom is gaining in Latin America

Press freedom is on the rise in Latin America, according to a report presented to the Inter American Press Association at its mid-year board meeting March 3-6 in Salvador, Brazil.

Heralding the "return of democracy" in several Latin American countries, particularly the demise of the Duvalier dictatorship in Haiti, IAPA's Committee on Freedom of the Press and Information observed that severe restrictions persist in only four major countries—Cuba, Nicaragua, Chile and Paraguay.

Another positive step, the committee reported, was the November 1985 ruling of the Inter-American Court of Human Rights against licensing of journalists [**presstime**, Dec. 1985, p. 40].

However, IAPA expressed concern over an impending hearing at the Inter-American court on another free-press matter—so-called "right of reply," which requires newspapers to print rebuttals by people who feel they have been injured by previously published stories [**presstime**, Feb. 1986, p. 39].

"This is a touchy subject," said Wilbur G. Landrey, chairman of IAPA's press freedom committee and foreign editor of the St. Petersburg Times. "Any decent and responsible newspaper will provide a right of reply for those who believe they have been unfairly treated in its news columns," he wrote in his press freedom report. "But when laws are enacted to make this compulsory, the freedom of the press is threatened."

Brazil, Chile, Colombia, Ecuador, El Salvador, Guatemala, Mexico, Peru, Uruguay, the Dominican Republic and part of Argentina mandate the right of reply, according to an informal poll taken at the March meeting by Edward Seaton, publisher of The Manhattan Mercury in Kansas and chairman of IAPA's Executive Committee. Legislatures in Jamaica, Costa Rica and Argentina are considering right-of-reply proposals, said Seaton.

The issue has been brought before the court for an advisory opinion by Costa Rica, which also raised the licensing issue there. IAPA is planning to file an amicus brief in the case.

In addition to resolutions opposing state licensing and mandated right of reply, the IAPA board passed a resolution against government use of advertising to manipulate the press.

According to the resolution, this is an increasingly severe problem in Latin America, where governments often own large segments of the economy, including factories and banks.

"This state involvement in business gives governments the power of decision over a large part of newspaper advertising and thus the ability to reward or punish newspaper officers according to whether they are considered friends or opponents," the resolution said.

WORLD PRESS NOTES

- British press tradition was broken this year with the **introduction of offset printing** at major dailies.

Starting with offset from the beginning, Today—a new daily owned by Eddie Shah—made its debut in March.

In February, publisher Rupert Murdoch won a court ruling against union opposition to the conversion to offset printing at four of his newspapers. The court fined the nation's largest printing union and ordered the seizure of its assets.

Murdoch owns The Times of London and three other dailies.

- Several days before Philippine President Ferdinand Marcos fled the country, The Manila Times—which the Marcos government had forced to close in 1972—**resumed publication** [**presstime**, July 1985, p. 22].

Also, the Confederation of ASEAN [Southeast Asian] Journalists urged the new president, Corazon C. Aquino, to restore press freedom in the Philippines. In addition to many governmental restrictions during the Marcos regime, 15 Philippine journalists were killed in 1985.

- In what appeared to be a **softening of press restrictions in South Africa**, the government in March reinstated three CBS journalists four days after they were ordered out the country for filming protests against the policy of racial segregation called apartheid.

The ban on television filming and print photography was imposed late last year to limit worldwide knowledge of the violence erupting over the apartheid issue, including government actions to curb dissent [**presstime**, Dec. 1985, p. 41].

Transportation

Rail engineers return to bargaining table; clerks tentatively settle

The Brotherhood of Locomotive Engineers returned to the negotiating table in March. The union had previously rejected a tentative labor contract reached with most of the nation's railroads in December [**presstime**, March 1986, p. 45].

In a related matter, the nation's railroads and the non-operating union of the Brotherhood of Railway and Airline Clerks agreed to a tentative agreement which must be ratified by the union membership.

Also in the railroad industry:

- The U.S. Senate approved the sale of the Consolidated Rail Corp. [Conrail] to Norfolk Southern Corp. However, stronger resistance to the sale is expected in the House of Representatives [**presstime**, Feb. 1986, p. 41].
- The Union Pacific Railroad System and Katy Industries terminated an agreement under which UP Corp. would have acquired KI's Missouri-Kansas-Texas Railroad Co. [**presstime**, July 1985, p. 72].
- A Canadian Transport Commission official predicted that deregulation legislation for Canada's railroads will be introduced in Parliament this spring. Canadian railroads have argued for regulatory reform so that they will not remain at a competitive disadvantage with U.S. carriers [**presstime**, April 1985, p. 43]. □

Longshoremen talks

The International Longshoremen's Association opened negotiations in March with employers at South Atlantic and Gulf of Mexico ports. Negotiations with North Atlantic ports are scheduled to start April 2.

The current contract with the union is due to expire Sept. 30. □

Safe Driving Campaign for 1986 opens

Registration is open for the newspaper industry's 1986 Safe Driving Campaign. The campaign is cosponsored annually by ANPA and the International Circulation Managers Association.

Purpose of the campaign is to promote safe driving records for newspaper circulation vehicles, which can result in lower insurance rates [**presstime**, June 1985, p. 82]. □

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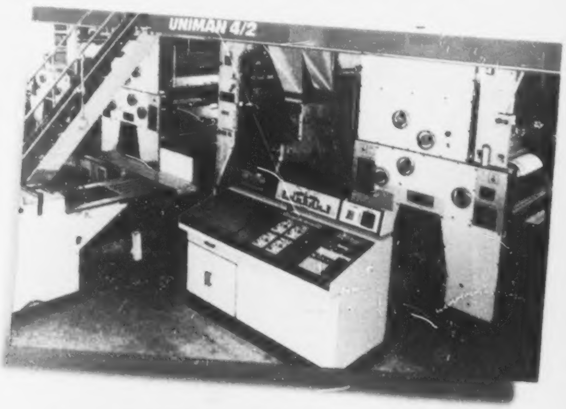

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Photos courtesy of New York State Department of Commerce

Martz tells Hill panel diversity principle works

The diversity principle—the basis of ANPA's telecommunications policy—is "alive and working well," the chairman of the Association's Telecommunications Committee has told a congressional subcommittee.

Testifying March 13 before the House Subcommittee on Telecommunications, Consumer Protection and Finance, Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican, outlined ANPA's position in the increasingly heated telecommunications debate.

"There has been significant development of a broad range of electronic information services," said Martz, who is also an ANPA director.

Yet while the marketplace for those services "is clearly robust," it "is still developing," he said.

To permit further growth and diversity, the ban keeping the Bell regional holding companies out of the information services business must remain, Martz said. "Removal of these restrictions would unleash the risks of anti-competitive behavior and threaten the diversity of information sources."

The divestiture order that broke up the Bell telephone monopoly on Jan. 1, 1984, denies the seven regionals entry into the information services business. Some of the regional companies are pushing to have the ban removed. ANPA is pushing to have it retained (presstime, March 1986, p. 16).

One arena for this activity is Congress, where bills have been introduced to lift the ban.

The subcommittee hearing, however, was not on any of those specific bills but rather was an oversight hearing on the entire issue of the competitive status of the Bell operating companies.

Besides Martz, representatives of regional phone companies and officials from federal agencies, including the Justice Department, testified before the subcommittee.

Martz said reasons for the ban have not changed, noting that the regionals "clearly retain their monopoly over local (telephone) networks" needed to convey information electronically.

U.S. District Judge Harold H. Greene, in shaping the divestiture order, reasoned that a telephone company with such control "would have the incentive and ability to discriminate against competing information providers and to subsidize the price of its own information services with revenues from the local exchange monopoly," Martz said.

Because of the potential for anticompetitive abuses, "The monopoly transmission conduit must not be allowed to control or have an interest in information content which flows over their facilities," the Pennsylvania publisher added.

While arguing in favor of retention of the ban, Martz said ANPA "recognizes the key role to be played by the BOCs (Bell operating companies supplying local telephone service) in developing a sophisticated voice/data network and has taken steps to work with the BOCs to achieve this goal. We support BOC provision of services which enhance network transmission."

He said ANPA had taken the initiative in setting up meetings with six of the regionals "to discuss how we can work together to improve the network and hasten the delivery of new service to consumers."

Martz said, "We will continue to work with BOCs to enhance the transmission function of the network."

Getting to the core of 'publishing' versus 'information services'

The difference between "electronic publishing" and "electronic information services" has been a tough one for telecommunications experts to define, but at least the effort is getting closer to the layman's lexicon.

Asked during his congressional appearance to explain the difference between the two, Uzal H. Martz Jr. used the analogy of an apple.

Electronic publishing, which involves the most intensive changes to the information—such as originating, editing and compiling—is at the core. Information services, which require fewer changes, are farther out. Enhanced transmission services such as protocol conversion—a means of translating signals among various computers—is around the skin, he said.

Telecommunications duties are dispersed, survey shows

Initial results from a survey by ANPA's Telecommunications Department indicate that only a small percentage of newspapers have a telecommunications staff.

Tabulation of questionnaire returns found that 13 percent of the 200 responding newspapers had a telecommunications staff. Deborah S. Walker, ANPA telecommunications systems specialist, said the percentage is probably high because a disproportionate number of large newspapers, which are more likely to have telecommunications staffs, have responded so far.

A follow-up mailing of the questionnaire was sent in mid-March to ANPA-member newspapers that had not responded, and ANPA Director/Telecommunications Affairs Kathleen Criner urged all newspapers to participate.

A final report on the survey and a list of telecommunications consultants recommended by newspapers will be released at the ANPA Operations Management Conference & Exposition in Atlanta June 21-25.

Responses to date indicate that staff members responsible for telecommunications at newspapers come from a broad range of departments, Walker said. They are often business managers, controllers and—at smaller newspapers—publishers. But personnel directors, mangement information systems directors and even classified advertising managers were shown to be responsible for telecommunications at some papers.

Among other findings:

- AT&T remains the main supplier of telecommunications services and equipment at newspapers.
- About 80 percent of the newspapers are satisfied with the long-distance service they buy.
- Few newspapers use voice mail—a company-wide system permitting callers to leave recordings of messages—or electronic mail.
- Almost half have hired a telecommunications consultant at some point.
- A reason often given for not having a telecommunications staff is that the newspaper's telecommunications requirements "are not complex enough."

Walker said she is available to answer questions on the follow-up mailing.

"The more responses we have, the more valuable the information will be," she noted. ☐

Committee affirms support of phone company curbs

The ANPA Telecommunications Committee has reaffirmed its support for judicial restraints on the Bell regional companies that control most of the local telephone service in the United States.

The committee at its meeting March 5-6 in Washington, D.C., indicated it saw no reason for any change in the consent decree that broke up AT&T and created the seven Bell regional holding companies as separate entities.

A week later, the committee's chairman, Uzal H. Martz Jr., delivered that word to Capitol Hill. (See story, previous page.)

One of the decree's key restrictions bars the regionals from entering the electronic information-services business. Another limits the type and amount of diversification the companies can pursue beyond local telephone service [presstime, March 1986, p. 16.].

To varying extents, the regionals argue they need more freedom to expand and to offer new services as competition increases in the telephone business. ANPA contends that companies, through their telephone subsidiaries, retain a strong grip on local service that creates the potential for anti-competitive abuses.

The issue was addressed by Federal Communications Commissioner Dennis R. Patrick who met with the ANPA committee. The FCC is in the midst of a major review of its rules affecting telephone companies.

On the one hand, Patrick agreed with the regionals that they face increased competition in the telephone business—an argument they have used to push deregulation. However, Patrick said, the burden of assuring non-discriminatory access falls mainly on the regionals' Bell operating companies to see that safeguards are in place "before we go forward."

Discussion about what form that access might take led the committee to recommend that ANPA investigate the BOCs' proposals for what is termed "comparably efficient interconnection." The concept is designed to produce equal access by all companies using the telephone network to convey information.

Another question raised concerned where the newspaper business wants to be in five or 10 years in terms of markets and services.

The answer, committee members felt, will influence ANPA's stand on telecommunications issues being decided now. The question was referred to the Technology and Marketing Opportunities Subcommittee, which will consider how to tackle the issue.

The committee focus shifted from telecommunications to print directory publication when a representative of a subsidiary of NYNEX regional Bell company described his firm's plans to expand its publishing operations. Some in the newspaper business feel that kind of expansion may one day put the Bell companies in a strong position to offer electronic advertising. There's even more immediate concern about how the proliferation of directories affects newspaper advertising. (See story, p. 60.)

Joel S. Barber, vice president-business development group of NYNEX Information Resources Inc., sketched the subsidiary's strategy for prospering in the increasingly competitive business of directory publishing. Since the breakup of the Bell monopoly, the regionals have begun moving into each other's territory with new types of directories [presstime, March 1985, p. 16].

He said 379,000 advertisers buy space in the 288 directories published by NYNEX Information Resources. He detailed plans to win new sales and provide additional ad revenues. Barber also mentioned NYNEX's directory service called Hello Yellow, which ANPA says violates the electronic information services ban. ☐

Martz (right) confers with Charles F. Rule of the Justice Department's Antitrust Division during committee luncheon.

Two services violate decree, ANPA says

Two Bell regional companies appear to be offering electronic Yellow Pages, despite a prohibition in the AT&T divestiture decree against their involvement in electronic information services.

That's the gist of comments ANPA filed in mid-March with the Justice Department. The Association asked the department to investigate whether Telequest Service of Pacific Northwest Bell and Hello Yellow of NYNEX Information Resources Inc. violate terms of the consent decree.

The regional NYNEX Corp. owns NYNEX Information Resources, which is unregulated. NYNEX Corp. has said it does not consider Hello Yellow to be an electronic information service [presstime, March 1986, p. 44].

The regional US West Inc. owns Pacific Northwest Bell, a regulated telephone company. Company officials were not available for comment on Telequest.

Each of the services does more than fill requests for specific telephone numbers. They allow a caller to describe the product and service they want, whereupon an operator provides names, addresses and phone numbers of appropriate firms.

Hello Yellow and Telequest seem "to fall precisely within the definition of 'information service,'" according to ANPA's comments. The services give NYNEX and Pacific Northwest Bell an incentive "to discriminate against competing electronic publishers, particularly those providing an advertising type of service," the Association said.

The Bell companies can "deny necessary service," or they can discriminate indirectly through "delays in providing initial service or in making necessary repairs," ANPA said. They could also design the networks they control so as to benefit their Telequest and Hello Yellow services rather than those of competitors, it added.

ANPA urged the Justice Department to direct the companies to "cease such illegal activities." ☐

Videotex languor claims victims

As two companies in the newspaper business were pulling out of consumer videotex, another announced its venture in the field had broken even.

Revenues pulled even with costs at Startext, the consumer videotex service of the Fort Worth Star-Telegram, in February. Startext decided to go public with the news after the Gateway service announced it would close, said Star-Telegram Publisher Phillip J. Meek. Then came word of Viewtron's demise. The "pallor" cast by the fate of those services "really does not tell the whole story," Meek said.

In contrast to Gateway and Viewtron, Startext is a much less expensive undertaking, and it can be received by any personal computer without special software. The strategy behind the venture is to "learn the business and attract subscribers without ever getting so exposed financially that we get in trouble," Meek said.

In short order, The Times Mirror Co. announced Feb. 27 it would close Gateway on March 7, and Knight-Ridder Newspapers Inc. said March 17 it would shut down Viewtron. The two videotex services, probably the boldest and most watched in the newspaper business, had much in common.

They initially took aim at a broad consumer market they hoped to reach through specialized, dedicated terminals and planned to win by offering an array of electronic services enlivened with color and graphics. When consumers were slow to buy or lease the expensive terminals, Gateway and Viewtron sought a market among personal-computer owners after developing software that made the hookups possible.

Looking back, spokesmen for Gateway and Viewtron concluded that the market for videotex was growing too slowly to justify the cost of staying in the business and that the medium is not an alternative or a threat to newspapers, at least in the near future. They agreed subscribers proved more interested in using videotex to talk with each other electronically than to receive news.

Reid Ashe, president of Knight-Ridder's Viewdata subsidiary that has operated Viewtron, said he believes consumer videotex can be a successful business if it starts small and keeps costs under control. The scale of Viewtron was such that it had to go after a large market in an effort to recoup its investment, he said.

Knight-Ridder said it has spent about $50 million on the Viewtron project since 1980. When the company weighed the potential payoff against the extra risk and investment required, Viewtron lost, Ashe said. "The most critical factor" in the decision was average use of the service, which was at "exactly the minimum level" projected in the business plan, he said.

From other angles, Viewtron looked better. It had become available nationwide in January, and the number of its subscribers had exceeded 20,000. Ashe had said earlier this year that he believed Viewtron could become "a pretty good little business" (presstime, Jan. 1986, p. 56). In late March, he commented: "I think we could have pulled it off. ... I think that would have happened. But it would have cost a lot of money to get there."

The schedule for closing Viewtron called for laying off 80 of its 139 people March 21. Most of the rest will follow or be absorbed by Knight-Ridder in the several weeks the service continues to run, Ashe said.

Times Mirror, meanwhile, is laying off Gateway's 120 employees. The service, which was commercially launched in November 1984, had 5,000 subscribers in Orange and Los Angeles counties of California when it closed, according to Jim Holly, president of Times Mirror Videotex Services Inc.

Times Mirror felt consumer videotex had "no real, short-term prospects" of being profitable, Holly said. "We think it's going to happen over time," he added, but the expectation is that the process will be a slow one. While Gateway had sold a total of $1.2 million in advertising, the service did not feel it could produce the numbers on subscribers and usage that future sales would require, he said.

A videotex journal has estimated Times Mirror spent $30 million on Gateway. Holly declined to say how much Gateway cost and called published estimates wrong.

In contrast to the much more expansive Viewtron and Gateway projects, the budget for Startext was tight from the beginning. The service was "started on a shoestring," said Meek of the Fort Worth daily, which is owned by Capital Cities/ABC Inc. The capital investment to date has been $210,000, and operating losses before the break-even point was reached totaled $129,000, said Joseph L. Donth, director of Startext.

By breaking even, Startext has shown "videotex has a future, and it doesn't require large outlays of capital and personnel to tap the personnel computer market successfully," Meek said.

Startext gives subscribers access to news from the Star-Telegram, stock quotes, electronic classifieds, airline schedules and other services. With a flat, base rate of $9.95 a month, it was able to break even in its fourth year.

The service, which does not sell advertising (classifieds in the newspaper are run free on Startext), operates with a staff of seven and uses software developed in-house. By late March, it had 2,200 subscribers.

The next step is for Startext to offer home banking, which was scheduled to start March 31.

Fees will be $6 a month for non-subscribers and an extra $1 a month for subscribers to the overall service.

Barbara J. Friedman

TELECOMMUNICATIONS NOTES

• An Australian newspaper company and a U.S. newspaper library service plan to launch an **international newspaper library retrieval service**.

Datatek Corp. announced March 10 that its electronic service, DataTimes, will join forces with Queensland Newspapers Pty. Ltd. in the venture.

Australian users will have access to the DataTimes U.S. newspaper library network, and DataTimes customers will be able to tap a database containing archives of Australian newspapers.

Datatek is owned by Oklahoma Publishing Co. of Oklahoma City.

• Scripps Howard is **buying out its partner** in TeleScripps Cable Co. Founded three years ago, TeleScripps Cable has 265,000 subscribers to systems in the Southeast and in Indiana.

After the purchase of TeleCommunication Inc.'s 50-percent interest, Scripps Howard will be the sole owner of TeleScripps Cable.

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PRINTERS OF THE ANPA PRESSTIME MAGAZINE

AD/SAT back on track

A demonstration period for AD/SAT the satellite delivery system for national ads that has been held up for lack of funding, is now set to begin in September

The new schedule came as part of news that AD/SAT was purchased from The Robert Wold Co. of Los Angeles and Mitsui & Co. of Japan by British Printing & Communications Corp., the largest commercial and newspaper printer in Europe

BPCC, which has formed a U.S. subsidiary for its AD/SAT operation, is controlled by Pergamon Press Ltd., holdings of which include Mirror Group Newspapers—the largest newspaper group in England

The system's demonstration will involve the same 12 newspapers and four advertising agencies that had been scheduled to test the system earlier under Wold's ownership [presstime, Oct. 1985, p. 61]

N.S. (Buddy) Hayden, who remains president of AD/SAT, said he hopes the system will be operating at newspapers in the top 100 markets within a year

AD/SAT still will use flatbed facsimile equipment manufactured expressly for the project by Matsushita Graphic Communications Systems. The equipment has been tested with "excellent" results, said William D. Rinehart, ANPA vice president/technical

Matsushita Graphics is a division of Matsushita Electric Corp., which makes consumer electronic products marketed under names including Panasonic, Quasar and Technics

AD/SAT will lease satellite transponder space from the Associated Press and deliver ads through existing AP satellite receiving dishes in place at newspapers.

AP will be responsible for maintaining the facsimile equipment, according to terms of a contract it has with AD/SAT

The concept for a satellite-based, advertising facsimile delivery system initially was developed by ANPA in cooperation with the Newspaper Advertising Bureau

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The retail revival downtown

BY CRAIG C. STANDEN

Not long ago, the downtown areas of many of our major cities were being written off as finished, especially as far as retailing was concerned. Today, however, downtown stores and downtown shopping areas all over the country are making a remarkable comeback, with important consequences for newspapers in cities both large and small.

Craig C. Standen

Because retail advertising accounts for 60 percent of total newspaper advertising revenues, I thought you would be interested in hearing about the resurgence of downtown retailing.

Three major recent downtown investments in retailing provide good examples of this major financial and emotional reinvestment by America's retailers in our cities.

The first example is the new Hecht's Metro Center in Washington, D.C., the largest freestanding downtown department store built in the United States in 45 years

As Washington's mayor, Marion Barry, said at the store's opening, "This corner stood boarded up and bare, an eyesore, for a long time."

Why then, did Hecht's decide to build on such a desolate spot? Hecht's chairman, J. Warren Harris, gives this answer, "To make the decision to come downtown, we first did a very thorough research of the city, studied the demographics, what the trends were as far as employment and things of that nature [were concerned]. Then we worked very closely with the city government, formed partnerships with them in our strategy and our plans as to what we'd like to do, particularly with the economic development area of that segment. We have 145,000 customers within a 10-minute walk of the downtown store, and by the

---

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime end of next year, there'll be another 25,000. That's a powerful customer base."

The second example is the new Horton Plaza shopping center, which extends over a six-block area in downtown San Diego, with 900,000 square feet of space, four department stores and 150 specialty shops. One of the most interesting things about Horton Plaza is that not a penny of federal or state money is involved. According to its developer, Ernest W. Hahn, chairman of the Ernest W. Hahn Co., it is the largest such inner-city development in the United States: "It is truly a private-public partnership with the city of San Diego and our firm."

The third example is a major spending program by Bloomingdale's in downtown New York City and in Chicago: modernizing the midtown Manhattan flagship store and opening a new store in Chicago.

"We see certainly an increasing vitality to our store in New York," says Marvin Traub, chairman of Bloomingdale's. "I think there is a greater interest in cities as entertainment centers. People come to them whether it's for museums, galleries, theater or shopping. Otherwise, we wouldn't be investing the money we are "in New York and Chicago. The two stores, he says, are "very expensive operations, and will have to be very productive in the future for Bloomingdale's to do well . . . and we believe that opportunity absolutely exists."

The downtown revival is not limited to just a few big cities. The retail business in hundreds of American cities will be affected by the resurgence.

Says Walter Loeb, who as a principal in the investment banking firm of Morgan Stanley is involved in financing many shopping centers: "There are at least a hundred locations where you can have a revitalization of the downtown area."

Matt DeVito, chairman of the Rouse Corp., a leading shopping center developer, says, "every city has the opportunity for some retail renaissance in [the] central city. I expect department stores and retailers will be moving to the central city with a great deal more courage and gusto in the next 10 years than they have before.

The retail/revival in America's downtowns is highlighted in the bureau's videotape presentation "The City Alive," given earlier this year to the National Retail Merchants Association. Since the first showing, the bureau has received dozens of requests for it to be used in presentations to retailers and developers all over the country, including one in Washington, D.C., to 250 major developers at a joint meeting of the International Council of Shopping Centers and the Department of Housing and Urban Development.

Many of our member newspapers have told us they plan to use the presentation as the centerpiece of meetings with their key retailer customers, where it is sure to stimulate discussion centered on the local market. They feel that this kind of contact with their most important advertisers—with the meeting often including a panel of local retailers, developers and city officials—is a useful way to remind retailers that they have a strong bond with newspapers and newspaper advertising.

If you'd like to arrange for a showing of "City Alive," call Alfred Eisenpreis, NAB vice president/retail marketing, at (212) 704-4535. ☐

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Directory competition topic of NAB report

Billed as a major "threat" to newspaper advertising, the Yellow Pages are the subject of a 25-page report available from the Newspaper Advertising Bureau.

The report estimates that by next year there will be 8,000 directories, double the number in 1984. As a group, they are expected to attract more than $9 billion in advertising in 1987, including $8 billion-plus in local advertising, NAB said.

Although the amount of advertising attracted by Yellow Pages is considerably below that of newspapers, NAB points out it is increasing at a more rapid rate than in newspapers.

Although newspapers had nearly five times the amount of national advertising that went to Yellow Pages in 1985, the directories' national ad revenue has increased by 472 percent since 1974, compared with 299 percent for newspapers, according to the NAB report.

The story is similar with local advertising. Newspapers hold a 3.6-to-1 edge, but the rate of increase for Yellow Pages last year was about double that for newspapers—15.4 percent compared with 7.6 percent.

Besides the statistical analysis of trends, the report discusses strengths and weaknesses of Yellow Pages advertising, and it offers tips on how newspapers can sell against this form of competition [presstime, March 1986, p. 16].

For free single copies, call Thomas Fitzpatrick, NAB marketing manager, at (212) 704-4551.

$1-million-a-week coupon scam foiled

A cents-off coupon scam with the potential to drain $1 million a week from manufacturers has been intercepted by the U.S. Postal Service.

Postal inspectors filed charges March 12 against nearly 100 people in a Miami-based ring that involved more than 700 retail outlets nationwide.

The tip-off that something was awry came from several sources, including The Miami Herald. An 18-month USPS undercover investigation involved distribution of a newspaper-insert coupon for a bogus roach spray called "Broach."

Some observers believe that about 20 percent of all coupons issued are involved in some form of misredemption, and the Miami case was the latest example of the problem [presstime, Dec. 1984, p. 18].

Newspapers hit by N.J. litter tax

A new law in New Jersey taxes manufacturers, wholesalers and retailers of "litter-generating products," including newsprint.

The law, imposing a $300 levy per $1 million in sales, was opposed by the New Jersey Press Association. NJPA noted that the law taxes manufacturers for a situation over which they have no control, and that the companies covered by it are already taxed on their profits.

Newspapers are included under the law's definition of litter.

It is expected that the tax will raise more than $10 million for local litter cleanup programs.

The New Jersey litter law was modeled after one enacted in 1971 in Washington state.

"Our people have not complained that much about it," said Jerry Zubrod, executive director of the Washington Newspaper Publishers Association. The tax is "relatively small," he said: $150 per $1 million in gross sales.

The tax raises about $2 million annually for the Washington Department of Ecology's Litter Control and Recycling Program.

Newspapers in at least one other state pay a litter tax. In Ohio, a small portion of the state's corporate franchise tax goes to fund programs of the Ohio Office of Litter Prevention and Recycling. The maximum tax is $5,000.

Like all other businesses in the state, newspapers pay this tax. However, a second tier of the litter tax, assessed on producers of "litter-stream products," does not affect newspapers.

In effect since 1980, the Ohio tax annually brings in $9 million.

Court ruling could benefit Texas papers

A court ruling in which the state of Texas was ordered to refund $149,107.74 in circulation taxes to Texas Monthly magazine, if upheld, "could have major implications" for newspapers there, according to an official of the Texas Daily Newspaper Association.

Texas Monthly, which had been paying the circulation tax under protest, claimed that the tax law is unconstitutional because it gives an exemption to religious magazines.

In his Feb. 12 ruling, Travis County District Judge Joe B. Dibrell Jr. agreed that the law "constitutes an unlawful discrimination based on the content of [Texas Monthly's] publication," in violation of the First and 14th Amendments.

The state has appealed the ruling to the 3rd Supreme Judicial District Court of Texas at Austin.

Philip A. Berkebile, TDNA executive vice president, said his association will monitor the progress of the state's appeal.

Newspapers fall into the same category as magazines like Texas Monthly, Berkebile said. "If indeed, magazines are exempt, as the court states, then newspapers are exempt as well," he said.

In the meantime, newspapers plan to gear up this summer for an attempt to repeal the circulation tax in the state Legislature when it convenes next January, he said [presstime, July 1985, p. 65].

Controversial business-license tax upheld in S.C.

The South Carolina Supreme Court has upheld the constitutionality of a city's business-license tax that requires daily newspapers to pay a higher rate than other manufacturers.

The decision reversed a lower court judge's ruling that the city of Florence's special gross-receipts tax schedule for daily newspapers was unconstitutional [presstime, Feb. 1985, p. 31].

Noting that the lower court had cited the U.S. Supreme Court's decision ruling Minnesota's newsprint and ink tax unconstitutional, the state high court said that decision was "inapplicable," primarily because "it dealt with a use tax that applied only to newspapers. The constitutional infirmity in that case was a tax that singled out the press for differential treatment.

"In the [Florence] case, all businesses are subject to the business license tax, and newspapers are merely a separate classification. The burden was upon respondent to demonstrate the unconstitutionality of the ordinance beyond a reasonable doubt. We hold it failed to carry that burden," the court said.

The Florence Morning News, which challenged the tax rate, will not appeal the decision, said Eugene N. Zeigler, local attorney for Thomson Newspapers Inc.

Discussion continues on new ABC division

Interest in the formation of a new national newspaper division by the Audit Bureau of Circulations continued in March.

Such a division could affect how bulk sales are counted for national newspapers including USA Today. Its owner, Gannett Co., has campaigned for recognition of bulk sales—often discounted to airlines and hotels—as paid circulation.

A national newspaper division was discussed at the March 5-8 meeting of the ABC board, and at the March 6 meeting of the ANPA Executive Committee.

The ANPA committee left the door open for formation of such a division by endorsing discussions on the issue between the audit bureau and the ANPA/NAB/ABC Liaison Committee.

Jerry W. Friedheim, executive vice president of ANPA, said the Executive Committee "decided it would be appropriate" for the Liaison Committee "to have exploratory discussions with ABC on the matter of a possible national newspaper division."

However, the Executive Committee "took no position with regard to whether such a national newspaper division ultimately should be created," Friedheim said. "All concerned newspapers should be part of any such discussions, the committee felt."

Besides establishment of a national newspaper division, other Gannett suggestions about bureau operations were among "ongoing ABC issues" reviewed by the ANPA committee, he said. Gannett has complained about ABC's refusal to conduct audience research and to count

Jerry W. Friedheim

David Keil

bulk sales on the first page of an audit statement. But the committee decided that these issues "would be more appropriately discussed directly with ABC by Gannett," Friedheim said.

The committee's decision is another part of the story involving Gannett's unhappiness with certain ABC procedures. That unhappiness led Gannett to pull 14 of its dailies out of ABC late last year, then return them to the fold following a meeting Jan. 29 with liaison committee officials [presstime, March 1986, p. 55].

At its recent meeting, the ABC Board discussed formation of a national newspaper division, possible criteria for the definition of a national newspaper, and reporting formats that might include a combined figure for bulk as well as general circulation sales, according to David Keil, president and managing director of the audit bureau.

The board took no action on the subjects other than to seek more feedback from advertisers and advertising agencies, he said. To that end, the Newspaper Buyer Advisory Committee of ABC was asked to consider whether a national newspaper division should be formed.

Keil added that the board also referred to the advisory group the issue of same-day promotion of coupons [presstime, March 1986, p. 51]. □

Globe and Mail challenges newsrack ordinance

In what is being called a test case, The Globe and Mail in Toronto is challenging the constitutionality of an ordinance prohibiting the placement of newsracks on public property in Quebec City.

A favorable ruling by the Superior Court of the District of Quebec could also be used to overturn similar laws in Montreal and Sherbrooke, said Geoffrey Stevens, managing editor of The Globe and Mail. Stevens said he knew of no other case in which such an ordinance has been challenged on grounds it violates Canada's four-year-old Charter of Rights and Freedoms, guaranteeing freedom of the press [presstime, July 1984, p. 10]. □

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News Research

Study suggests competition makes little difference in quality

BY GUIDO H. STEMPEL III

Are competing newspapers better than monopoly newspapers? A study by Robert M. Entman, assistant professor of public policy studies and political science at Duke University suggests there's little difference.

Entman looked at quality, diversity, fairness and responsiveness of 91 daily newspapers—26 monopoly newspapers, 33 newspapers that shared the market with a newspaper owned by the same company and 32 newspapers that had local competition.

Guido H. Stempel III

The main difference he found was that newspapers sharing the market with another newspaper owned by the same company had a higher proportion of staff-written stories than either the monopoly newspapers or the newspapers with local competition.

Newspapers with local competition tended to have a high proportion of national and international news and were slightly more partisan in their news coverage.

Other than that, there is little difference in the content of monopoly, shared market and competing newspapers. Entman concluded that "the wide concern with recent trends toward one-paper cities may be somewhat overdrawn."

The study appeared in the summer 1985 issue of the Journal of Communication.

• • •

When the Reagan administration proposed amending the Freedom of Information Act in 1981, one of five reasons given for doing so was the cost of compliance. The Justice Department said it had cost $57 million in 1980.

John Ullmann, assistant managing editor of the Minneapolis Star and Tribune, and Karen List, assistant professor of journalism at the University of Missouri, have analyzed the estimates for 1978, 1979 and 1980. They conclude that while the cost of compliance obviously is higher than Congress anticipated, accurate estimates are impossible because of faulty reporting.

One problem was that no guidelines were provided for how to make the estimate or what to include in it. Each department was left to decide how to calculate the cost. Another problem was that agencies kept poor records or none at all. Estimates for 1980 ranged from $15,561 for the Interstate Commerce Commission to more than $14.5 million for the Department of Justice. The Defense Department's estimate was less than half that of the Justice Department.

The authors also concluded that the reluctance of agencies to comply with requests led to unnecessary litigation, which increased the cost considerably.

It is perhaps indicative of the problem that the authors had to use the Freedom of Information Act to get agencies to release the cost information. Furthermore, the Justice Department, which had compiled the total report, refused to release that report to the authors. Instead, it sent the request to each of the individual agencies.

This study is reported in the autumn 1985 Journalism Quarterly.

• • •

When Congress banned cigarette advertising on radio and television in 1971, concern about the First Amendment implications was tempered by the realization that the law did not affect print media.

Now, the U.S. Supreme Court has upheld state laws in Oklahoma and Mississippi that ban alcoholic beverage advertising in all media. The basis for upholding the bans was that they safeguard "health, safety and general welfare" of citizens.

These decisions raise questions of just how far the banning of advertising of legal products might go before the Supreme Court sees such a ban as a violation of the First Amendment.

These two decisions and their implications are discussed by Lemuel Schofield of the School of Communication at the University of Miami in an article in the autumn 1985 Journalism Quarterly.

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime

Books

Newspaper departments need to cooperate, understand each other

Rather than looking for departmental differences, newspaper managers should pursue departmental interdependence, according to the authors of *Newspaper Leadership*.

The book contains practical suggestions, discussions and some historical insights about managerial concerns of newspaper departments, including budgeting and planning, legal issues, promotion, and personnel matters. Authors were Ardyth Broadrick Sohn, associate professor of journalism, University of Colorado, Boulder; Christine L. Ogan, assistant professor of journalism, Indiana University, Bloomington; and John Polich, president, Simmons-Scarborough Syndicated Research Associates, New York City.

"Interdepartmental understanding and cooperation is critical to the success of newspapers now and in the future," comments ANPA Chairman and President Richard J.V. Johnson in the foreword to the 192-page book.

Newspaper Leadership, written for would-be and practicing managers, is available in hard cover for $24.95 from Prentice-Hall, Route 9W, Englewood Cliffs, N.J. 07632. Gannett Foundation provided funding for the project.

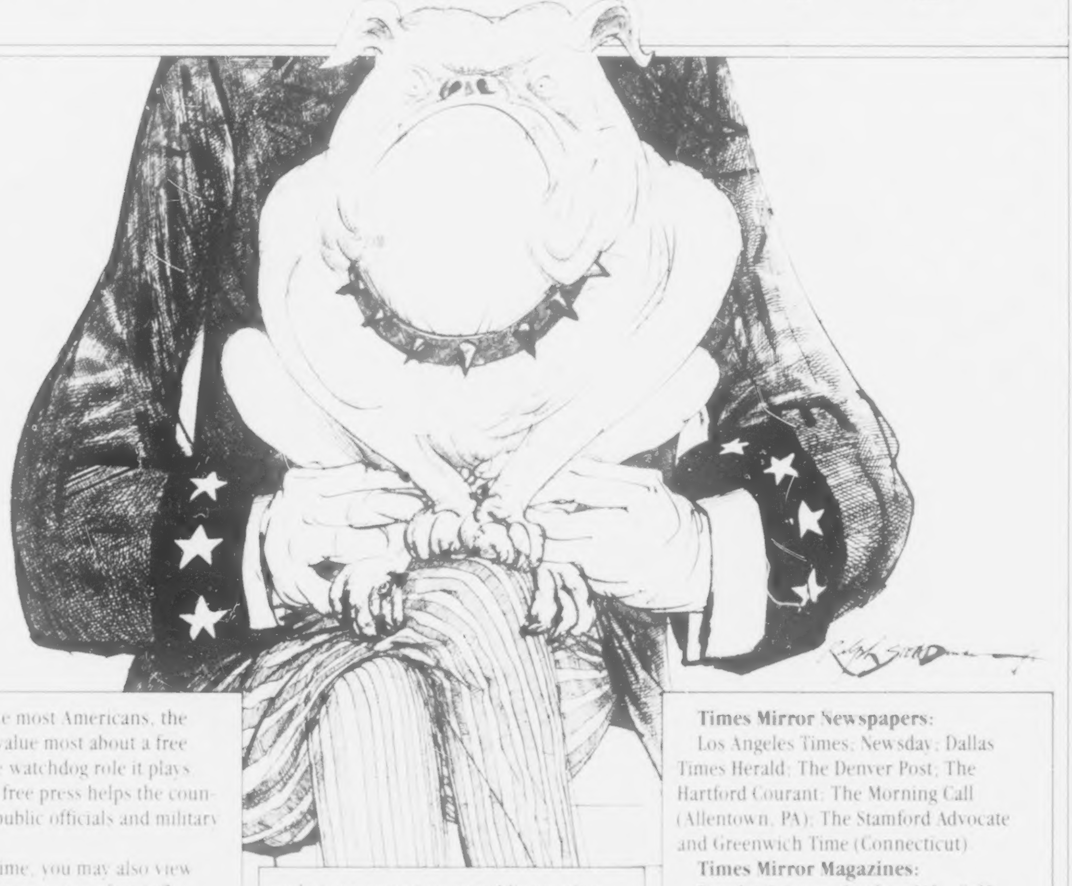
Exploring three threats to free expression in U.S. history

Freedom of expression is threatened when a state experiences political instability that is fueled by the threat of armed war and fanned by fiery rhetoric. Craig R. Smith, president of the Freedom of Expression Foundation in Washington, D.C., charts three such incidents in American history: passage of the Alien and Sedition Acts, 1798; the Radical Republicans' rise to power in Congress, 1868; and the McCarthy trials, 1950-54.

The Fight for Freedom of Expression: Three Case Studies is a 104-page, hard cover book available for $15 from the Institute for Freedom of Communication, 414 S. Capitol St. S.E., Washington, D.C. 20003. Upon written request, free copies are available to educators, students and researchers. Publication of the book was assisted by a grant from The New York Times Co. ☐

"The People & The Press," Ad #5 in a series

Is the watchdog really a lapdog?



If you're like most Americans, the thing you value most about a free press is the watchdog role it plays.

You believe a free press helps the country by keeping public officials and military leaders honest.

At the same time, you may also view America's free press as too often influenced by powerful interests and institutions — including government and the military.

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How do we know this? It was one of the findings of a year-long investigation of public attitudes toward the press that we commissioned and The Gallup Organization carried out.

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What do you think?

Is America's watchdog in danger of becoming a lapdog? Send your view on this and other press issues to our Chairman Robert Erburu, Times Mirror, Times Mirror Square, Suite 100, Los Angeles, CA 90053.

He's also the person to write for a summary of our investigation or a Times Mirror annual report. Or you can call our public affairs people at (213) 972-3946.

Who we are

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Times Mirror Magazines:

Popular Science; Outdoor Life; Golf Magazine; Ski Magazine; The Sporting News.

Times Mirror TV Stations:

KDFW, Dallas; KTBC, Austin; KTVI, St. Louis; WVTM, Birmingham (AL).

Times Mirror Cable:

Fifty cable TV systems serve 300 communities in 15 northeastern, western and southwestern states.

Times Mirror Publishing:

Matthew Bender & Co., law books; C.V. Mosby and Year Book Medical Publishers, medical books; Harry N. Abrams, art books; Mirror Systems, computer software; Learning International, training programs; Jeppesen Sanderson, flight information and training.

Times Mirror

We're interested in what you think.

ANPA urges labeling reporters as professionals

Newspaper Guild takes opposite view in comments filed with Labor Department.

Newspaper reporters should be recognized as exempt professionals under the Fair Labor Standards Act, ANPA said in comments submitted in March to the U.S. Labor Department's Wage and Hour Division.

Because reporters and editors qualify as both "learned" and "artistic" professionals under the act, they should not be subject to its provisions regarding overtime pay and compensatory time, the Association said.

The Newspaper Guild also has submitted comments taking the opposite view. It urged that reporters continue to be covered by overtime standards of the law.

The Labor Department had requested comments on the issue by March 22 in a review that could lead to revisions in the regulations exempting professional employees [presstime, Feb. 1986, p. 57]. The question of whether reporters are professionals within the meaning of the FLSA also is being addressed by U.S. District Court in Concord, N.H., in a case involving the Concord Monitor. Trial started in January but was postponed in its second week. It is scheduled to resume June 9 [presstime, March 1986, p. 56].

The FLSA was enacted in 1938. The question regarding reporters' eligibility was addressed in a 1944 case in which the 6th U.S. Circuit Court of Appeals established in *Sun Publishing Co. (Lowell, Mass.) v. Walling* that ordinary reporters and editors are not professionals within the wage-hour administrator's definitions.

The appellate court found then that few newspaper employees were graduates of schools of journalism, that there was no licensing requirement for reporters, and that the only practical school of journalism was a newspaper office.

The U.S. Supreme Court denied review of that decision.

In its recent comments to the Wage and Hour Division, ANPA said "licensing is not a prerequisite for qualification as a professional under either the learned or artistic prong of the regulatory test."

ANPA argued that reporters and editors now possess the advanced knowledge and specialized course of study required of a learned profession and engage in the creative work of writing—a recognized field of artistic endeavor.

The Association also contended that newspaper photographers qualify as artistic professionals.

The comments noted that the Labor Department's interpretations of the act were derived mainly from two documents: a 1940 hearing report on FLSA exemptions and a 1943 manual of newspaper job classifications. "However," ANPA said, "since that time, the occupation of newspaper reporting has undergone significant changes." The process of news gathering, the education of reporters and their duties and responsibilities "have developed dramatically" in the intervening years.

In the early 1940s, news was conveyed by the press, with radio being its sole competitor, the Association pointed out. With the advent of television and the massive shifts in demographics and technology that have occurred since World War II, there now exists a "communications industry," and newspapers are just one facet of that industry, ANPA said.

Also having an impact on increasing professionalism have been codes of ethics and libel law, the Association continued. Today's reporter must be "ever vigilant" to the dual obligations of fairness and truth, and the consequence of failing to meet those standards is equivalent in impact to that imposed on lawyers, doctors, architects and other professionals.

The Association noted that interpretations of the act issued in 1949 by the Labor Department recognized then that some newsroom employees qualified for the professional exemption. Those workers included writers in highly technical fields, editorial writers, columnists, critics and top-flight writers of analytical and interpretive articles. Today's newspaper reporters generally qualify for the professional exemption for the same reasons which led to recognition of these early exceptions, ANPA said.

Concerning educational requirements, ANPA noted that a high school diploma is not sufficient for entry into the occupation of newspaper reporting. Of necessity, reporters need a college academic background to give them the knowledge to deal with multifaceted and complex issues. The increases in the number of journalism schools and in student enrollments have paralleled the evolution of the occupation of reporting and the demand by newspapers for students with a specialized course of study. The comments included statistics showing that most reporters have a college degree.

ANPA noted there are numerous awards honoring the professional achievements of reporters and many professional fellowships for journalists. The existence of The Society of Professional Journalists, Sigma Delta Chi, and its code of ethics also was presented as evidence that reporters are professionals.

COHEN
SCHURZ

Raymond G. Cordelli (center), director of the Division of FLSA Operations, gives overview of wage and hour law during ANPA Government Affairs Committee meeting March 6-7 in Washington, D.C. Listening are Carl P. Smith, FLSA wage-hour analyst, and committee member Mary Schurz, editor and publisher of The Advocate-Messenger, Danville, Ky.

The status of the modern news reporter as a professional has been recognized by the courts in cases construing the "reporter's privilege" as grounded in the First Amendment, which functions analogously to privileges afforded other professionals such as doctors, lawyers and the clergy, ANPA said. The cases reflect the fact that today's reporters are not "mechanics" but professionals "who must continually exercise sophisticated and difficult judgments. That reporter's privilege cases have arisen only in the last three decades reflects the evolutionary change of reporters' roles and the change in the courts' perception of those roles over that period," ANPA said.

In adjudicating libel actions against reporters and their newspapers, courts have "scrutinized closely" the fairness with which a writer of an article selects facts to report, the Association noted. "The courts have thus compelled reporters to make judgments in accordance with a higher standard of care—a fact that distinguishes their work from the type of jobs considered non-professional. The same is true with respect to related non-libel litigation, including actions for invasion of privacy or 'false light' portrayals."

The fact that other people in a news organization may review and revise the reporter's work does not detract from the professional nature of reporting, ANPA said, because "professionals working together have complementary functions."

The Association also submitted statements from journalism educators and editors in support of its position.

The Wage and Hour Division has not set a deadline for its response to the comments. —*Clark Newsom*

Fringe benefits stabilize as percentage of pay

Employee benefits in the private sector amounted to 36.6 percent of payroll in 1984, about the same as in 1983 and 1982, the U.S. Chamber of Commerce reported in an annual survey.

The annual dollar amount, however, grew to $7,842 per employee in 1984, compared with $7,582 in 1983 and $7,187 in 1982.

For the printing and publishing industry in 1984, the averages were 36.5 percent of payroll and $7,856 per year. In 1982, the percentage of payroll was the same and the dollar amount was $7,216 [presstime, May 1984, p. 72].

More than 1,500 employers participated in the survey.

Arbiter upholds reporter's suspension for failing to check news release

An arbitrator has upheld a five-day disciplinary suspension given a reporter at the San Jose Mercury News for failing to check the accuracy of what turned out to be a fraudulent news release.

The newspaper published a retraction after running a story based on the release.

The release did not have a letterhead and gave neither a contact person nor a telephone number. It stated that a drama group would open a new musical production titled "Seven Guys For Seven Brothers" with an all-male cast at the Lincoln High School Performing Arts Center in San Jose.

The grievant wrote an article on the basis of the release without checking its authenticity. The newspaper later received a number of letters and telephone calls about the erroneous story.

In seeking to have the suspension overturned, the San Jose Newspaper Guild emphasized the grievant's background and record as a reporter since 1956. It argued, among other things, that it was impossible to check out all releases inasmuch as individuals like the grievant received about 100 of them a week.

The Mercury News contended that the obligation to check releases was not an unattainable standard. It noted that reporters do not write stories based on every release received.

Arbitrator William B. Gould IV said, "It is axiomatic that reporters check statements that are given to them, whether they be in the form of press releases or in some other form. The testimony at the [arbitration] hearing convinces me that this is the journalistic ethic—particularly at a newspaper like the San Jose Mercury News."

Remarking that newspapers "are suffering from a crisis of confidence," Gould said the Mercury News "is reasonable in its insistence that reporters check the facts."

The arbiter said he recognized that the grievant and other reporters receive numerous press releases, and he understood the pressure that can be placed on reporters by workloads and deadlines. "But the grievant in this case was not under extraordinary pressure on the day in question and had every reason to be suspicious about the press release," he said.

"In short," Gould said, "if there are to be exceptions to the general rule that facts should be checked out, most certainly this is not one of them."

Richard J. Ramsey (foreground), executive secretary of The Newspaper Guild's Contracts Committee, discusses the union's bargaining program with management representatives at the first ANPA Negotiating Strategy Seminar, held at The Newspaper Center in Reston, Va., in late February. ANPA Vice President/Human Resources Roy W. Anderson is to Ramsey's left.

NLRB judge upholds California daily in manager's discharge

The Salinas Californian did not violate the Taft-Hartley Act by discharging its credit manager for engaging in union activities during a union's unsuccessful organizing campaign, a National Labor Relations Board administrative law judge recently ruled.

Judge George Christensen found that the individual was a managerial employee unprotected by the act.

Christensen noted that the question of whether a particular employee is "managerial" must be answered in terms of the employee's actual job responsibilities, authority and relationship to management. He found that the credit manager possessed and exercised discretionary powers to extend or deny credit to the newspaper's advertisers "in substantial amounts."

Charges in the case were filed by the San Jose Newspaper Guild, which attempted to organize all of the newspaper's employees except those in the composing room. The employees voted 53-37 against the union in an NLRB-supervised election [presstime, July 1985, p. 60].

The NLRB's general counsel has filed exceptions to Christensen's decision.

(Salinas Newspapers Inc. and San Jose Newspaper Guild Local 98, JD(SF) 013-86)

Court overrules NLRB in affiliation case

The U.S. Supreme Court has ruled that non-union members of a bargaining unit do not have to be allowed to vote when the bargaining unit is deciding whether to affiliate with another union.

The court said the NLRB had exceeded its authority by requiring unions to allow non-union members of the unit to vote before the board would order an employer to bargain with the affiliated union.

The board ruled in 1982 that a Seattle bank was not obligated to bargain with an AFL-CIO union after members of an independent union at the bank voted to affiliate with it. Only union members were allowed to participate in the election.

The Supreme Court unanimously overturned the board's policy, saying the Taft-Hartley Act permits union members "to control the shape and direction of their organization."

(NLRB v. Financial Institution Employees of America, U.S. Supreme Court Nos. 84-1493, 84-1509) ☐

Some printers return to work at Chicago Tribune

About 25 printers represented by Chicago Typographical Union No. 16 had returned to work at the Chicago Tribune in late March following the union's unconditional offer to end a strike that began July 18, 1985.

Tribune spokeswoman Ruthellyn Roguski said more workers will be returning to fill 38 remaining vacancies in the composing room. About 250 printers walked out when the strike began.

David D. Donovan, president of the local union, said the strike is over. "Now it's an illegal lockout" of the other printers, he said. "We've changed our picket signs to reflect that."

Roguski said, however, that the strike will not be over "until a settlement agreement is reached." Negotiations toward a settlement continued in late March [presstime, Sept. 1985, p. 54].

About 350 pressmen represented by Web Printing Pressmen's Union No. 7 also have offered to return to work. Roguski said that a preferential hiring list has been created, and pressmen "will be taken from that list" as vacancies occur.

Some 400 mailers represented by Chicago Mailers Union No. 2, the third union involved in last summer's walkout, remain on strike.

The mailers' and printers' locals are affiliated with the International Typographical Union. The pressmen's local is affiliated with the Graphic Communications International Union. The two international unions are currently engaged in merger negotiations.

Meanwhile, the NLRB has issued an unfair labor practice complaint against the Tribune based on charges filed by the pressmen's union. A hearing before an administrative law judge was scheduled for March 24. ☐

NLRB elections

Arlington Heights (Ill.) Daily Herald, ITU: Composing room employees voted 21-21 against representation by Chicago Typographical Union No. 16. A majority vote is required for a union to win representation rights.

(NLRB Case No. 13-RC-16792)

Fort Lauderdale News and Sun-Sentinel, GCIU: Paper handlers voted 16-7 against further representation by Local 46 of the Graphic Communications International Union.

(NLRB Case No. 12-RD-574)

Delaware County Daily Times, Primos, Pa., Guild: Editorial and commercial employees voted 55-21 in favor of continued representation by The Newspaper Guild of Greater Philadelphia.

(NLRB Case No. 4-RD-1283)

Central Maine Morning Sentinel, Waterville, ITU: Mailroom inserters voted 17-0 in favor of representation by Typographical Union No. 643.

(NLRB Case No. 1-RC-18641)

Wichita Eagle-Beacon, ITU, Teamsters: Part-time mailroom inserters rejected representation by either Mailers Union No. 85 or Local 795 of the Teamsters. The vote was 23 for no union, 16 for the Teamsters and 3 for the Mailers.

(NLRB Case No. 17-RC-9790)

Additional arbitration awards

Cleveland Plain Dealer, Guild: Marvin J. Feldman ruled that the company did not violate a labor agreement when it changed the work schedule of copy desk personnel.

Minneapolis Star and Tribune, SEIU: J.C. Fogelberg sustained the discharge of a building custodian for absenteeism.

San Jose Mercury News, Guild: Daniel J. Dykstra ruled that the company did not violate the labor agreement by accepting classified advertising electronically from an advertising agency.

South Bend (Ind.) Tribune, GCIU: Edward P. Archer, in a press-manning dispute, granted the union's request for an additional pressman on four-color work but denied its request for an additional black-ink pressman.

Toronto Star, Guild: G. William Dunn upheld the union's position that an assistant city editor was wrongfully transferred to other duties.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

USDA kenaf program advances

The U.S. Department of Agriculture has signed a $100,000 cooperative agreement with Kenaf International to implement the government's kenaf commercialization program.

The program aims to "demonstrate the economic potential of growing, harvesting and pulping kenaf for manufacturing newsprint, kraft board, and other commercial pulp and paper products," according to Orville G. Bentley, assistant secretary for science and education, who announced the agreement. Congress passed legislation last December allowing the program to go forward [presstime, Jan. 1986, p. 54].

Kenaf International, which has headquarters in Bakersfield, Calif., is a joint venture that is promoting the use of the fibrous annual plant in papermaking around the world.

"We're excited about it," said Jerry K. Stanners, chairman of Kenaf International and chief executive officer of The Bakersfield Californian, which is one of the joint venture partners. "We think it gives a whole new dimension to kenaf as a viable raw material for paper products.

"I think it will also give some visibility to kenaf in the United States and the Western Hemisphere that we have not had before," he added.

The only kenaf pulp mill developed thus far is in Thailand.

The agreement between the government and KI calls for the production of kenaf on 2,500 to 4,000 acres and the pulping of kenaf fiber at three or more participating mills in the southern United States.

According to USDA, Kenaf International will "select kenaf growing areas, identify potential kenaf growers, develop individual farm budgets, consult with farmers regarding kenaf production and arrange necessary agreements between mills and farmers."

It also will serve as "the coordinator and technical advisor to establish grants between USDA and the paper mills interested in producing paper products from kenaf."

USDA said "additional resources" beyond the $100,000 in the agreement will be made available "to help defray the expenses of introducing kenaf fiber into processing mills and to harvest, store and transport the fiber to the mills."

The USDA's Bentley said kenaf commercialization could be of major importance to farmers. "The renewed push to find new uses for farm and forest products won't offset the current supply-demand imbalance in U.S. agriculture, but it represents a positive market-oriented response and the best long-term hope for farmers to gain back prosperity," he said. ☐

Takeover try unveiled

Long, Hoenig & Walker, an Oklahoma investment company, recently notified the Securities and Exchange Commission of a possible intent to gain control of Southwest Forest Industries. Southwest has one newsprint mill, located at Snowflake, Ariz., and the firm's largest shareholder is The Hearst Corp., which has 17.5-percent ownership.

Meanwhile, Jefferson Smurfit Corp. sold its 9.3-percent interest in SFI. Jefferson Smurfit had previously offered to purchase the company, but that offer was rejected [presstime, May 1985, p. 78].

Three-year contracts are industry norm

More than two-thirds of the labor contracts negotiated in 1985 at U.S. pulp and paper mills were for three years, according to an annual study by the American Paper Institute.

Of the 99 agreements, 69 were three-year pacts, 22 were for two years, three for one year, three for six years, one for five years and one for seven years.

First-year wage increases amounted to a weighted, national average of 2.2 percent. Deferred increases [presstime, Feb. 1985, p. 47] averaged 3.4 percent for the second year and 3.3 percent for the third.

The following charts summarize the wage provisions for 1985 contracts:

1985 first-year wage increases

Region	Mills	Employees	Weighted average[1]
New England	21	6,213	2.3% (23¢)
East	22	6,020	3.4% (33¢)
South	20	10,504	2.0% (24¢)
Midwest	23	8,307	3.1% (35¢)
Pacific	13	3,613	-1.1% (-12¢)
National totals 1985	99	34,657	2.2% (24¢)
National totals 1984	118	47,485	3.7% (39¢)

Deferred wage increases (negotiated in 1985)

Second Year (1986)

Region	Mills	Employees	Weighted average[1]
New England	20	6,163	3.6% (37¢)
East	21	5,430	3.6% (39¢)
South	20	10,504	2.8% (38¢)
Midwest	23	8,307	3.7% (42¢)
Pacific	12	3,338	3.4% (47¢)
National total	96	33,742	3.4% (39¢)

Third Year (1987)

Region	Mills	Employees	Weighted average[1]
New England	13	3,224	3.9% (41¢)
East	13	3,459	3.8% (38¢)
South	20	10,504	2.8% (41¢)
Midwest	17	6,993	3.5% (43¢)
Pacific	11	3,294	3.6% (52¢)
National total	74	27,474	3.3% (42¢)

[1] Excluding cost-of-living clauses and bonuses.

NEWSPRINT NOTES

- **Contract negotiations** between management of four British Columbia mills and two unions are under way.

The unions—the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada—are seeking two-year contracts with pay hikes that would amount to 6 percent in the first year and 5.5 percent in the second. The average wage in British Columbia mills is currently $16.70 (Canadian) an hour [presstime, Jan. 1986, p. 54].

- A feasibility study on a **proposed recycling newsprint mill** in Richmond, Calif., has been completed, and possible investors are now being contacted, city officials report. A decision on the project could be made by mid-year, with construction possible by the end of the year and completion 27 months thereafter [presstime, Dec. 1985, p. 52].

Among potential investors are forest product and newspaper companies.

- Southwest Forest Industries **restarted a newsprint machine** at its Snowflake, Ariz., mill in response to increased orders. The machine had been idle since 1984.

- Abitibi-Price Inc.'s Grand Falls, Newfoundland, newsprint mill faces the possibility of some **shutdowns** because of depleted water supply behind the hydropower dam serving the plant.

1986 begins as 1985 ended: with higher usage

After setting a record in 1985 newsprint consumption [illegible] all users began 1986 with a [illegible] percent above the year-earlier figure.

Consumption by U.S. daily newspapers was [illegible] in January, [illegible] percent higher than in January 1985.

Production in both Canada and the United States was down during the month from the previous January [illegible] percent and [illegible] percent, respectively.

Shipments by U.S. and Canadian mills also decreased, with the exception of Canadian domestic shipments, which were [illegible] percent above the total for the same month of last year.

Newsprint inventories at [illegible] newspapers in ANPA's statistical sample averaged [illegible] days on January [illegible] compared with [illegible] days a year earlier. North American mill stocks [illegible].

The January operating rate for Canadian mills was [illegible] percent and for U.S. mills it was 92.6 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	December 1985(r)	December 1984	% Change
Northeast	[illegible]	[illegible]	[illegible]
North Central	[illegible]	[illegible]	[illegible]
South	[illegible]	[illegible]	[illegible]
West	[illegible]	[illegible]	[illegible]
Circulation size			
Up to 25,000	[illegible]	[illegible]	[illegible]
25,001 to 100,000	[illegible]	[illegible]	[illegible]
Over 100,000	[illegible]	[illegible]	[illegible]
December totals	[illegible]	[illegible]	[illegible]
Twelve-month totals	[illegible]	[illegible]	[illegible]
Region	January 1986(p)	January 1985	% Change
Northeast	[illegible]	[illegible]	[illegible]
North Central	[illegible]	[illegible]	[illegible]
South	[illegible]	[illegible]	[illegible]
West	[illegible]	[illegible]	[illegible]
Circulation size			
Up to 25,000	[illegible]	[illegible]	[illegible]
25,001 to 100,000	[illegible]	[illegible]	[illegible]
Over 100,000	[illegible]	[illegible]	[illegible]
January totals	[illegible]	[illegible]	[illegible]

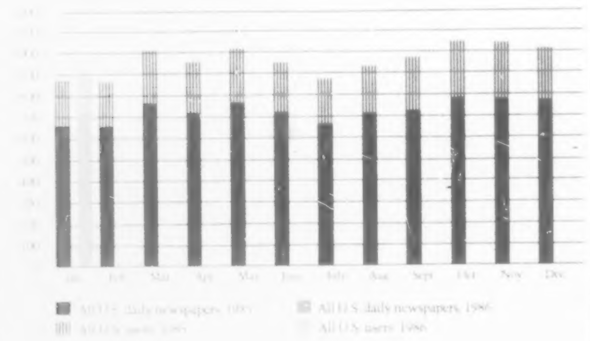
Estimated consumption of all U.S. users

	1985	1984	% Change
November totals	[illegible]	[illegible]	[illegible]
December totals	[illegible]	[illegible]	[illegible]
	1986	1985	% Change
January totals	[illegible]	[illegible]	[illegible]

Production

	Canada	U.S.A.	North America
January 1986	[illegible]	[illegible]	[illegible]
January 1985	[illegible]	[illegible]	[illegible]
% Change	[illegible]	[illegible]	[illegible]

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
November 1985	[illegible]	[illegible]	6
November 1984	874,494	37	7
December 1985	900,960	41(r)	8(r)
December 1984	874,102	42	8
January 1986	923,167	40(p)	6(p)
January 1985	910,333	41	6
Canadian mills			
January 1986	349,401		
January 1985	358,543		
U.S. mills			
January 1986	[illegible]		—
January 1985	[illegible]		—

Shipments

	U.S.A.	Canada	Export	Total
From Canadian mills				
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
From U.S. mills				
[illegible]	[illegible]		[illegible]	[illegible]
[illegible]	[illegible]		[illegible]	[illegible]
[illegible]	[illegible]		[illegible]	[illegible]
From North American mills				
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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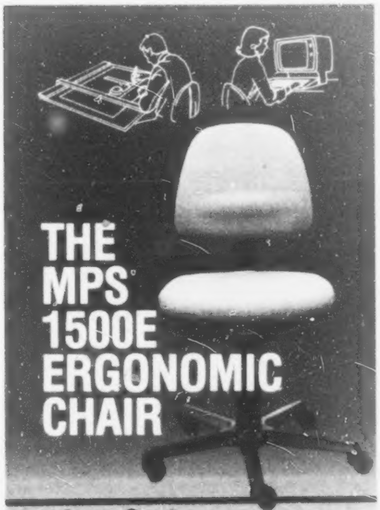
Flexo's advances hailed

One speaker billed it as "Round Two of the Great Flexo vs. Offset Debate," a sequel to the battle joined at the 1985 ANPA Convention.

However, at the end of Press Options III, ANPA's third annual symposium focusing on pressroom developments, it was clear that the newspaper business was the winner as more information was made available on flexography as an alternative printing process for newspapers.

One member of the audience called it "probably the most objective presentation" on the subject he had heard.

The March 18-19 meeting in Chicago drew 260 people, more than either of the previous two programs. Symposium chairman J.A. Riggs, senior vice president/operations for The New York Times, attributed the increased attendance to "the growing interest" in flexo as "an alternative to consider for the pressroom." People wanted to find out, he said, "What is flexo all about? Is flexo real? Is it here to stay?"



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According to flexo's advocate in the debate, the answer to the last two questions is yes. "We feel that the replacement units of the future for us are flexo," said Boykin Wright, vice president/operations of The Miami Herald Publishing Co.

Even from offset's corner came a prediction that by 1995, flexo and offset will have the same number of units running in the United States. "Flexo is not offset's enemy," said John L. Irvin, operations director of Times Publishing Co. in St. Petersburg. "Flexo and the printers who will mature it are our best allies toward achieving common goals of customer satisfaction and our profitability."

Prior to the debate, Larry D. Marbert, director of construction and mechanical systems for Knight-Ridder Newspapers Inc., provided an update on the experiments with flexo that have been going on at The Miami Herald since 1984.

As a result of the testing, many but not all of the company's concerns about flexo have been dismissed, he said.

Remaining problems are being worked on, he indicated. A new platemaking machine is on order to deal with concerns in that area. Press manufacturer M.A.N. Roland is designing a bulk ink handling system, which should be in operation by mid-1987. And tests are under way to determine the best newsprint to use to solve what he called "the most nagging problem on press": linting and plugging of half-tones.

Marbert also said he wanted to "set the record straight" on Knight-Ridder's plans for flexo at the Herald [presstime, Nov. 1985, p. 52], about which he said there has been some "confusion."

The decision to order seven additional flexo units and spread them throughout the Herald pressroom, rather than going with a full flexo press, "does not in any way reflect a lack of confidence in flexo's future," he said. The plan will allow the newspaper to upgrade immediately its page-one quality. In this way, he added, "we hope to get a bigger bang for our buck."

James D. Hitchman, assistant vice president/production for Ottaway Newspapers Inc., reported on a number of recent developments affecting offset, including:

- Anilox keyless inking systems are being tested at offset newspapers in the United States and Japan.
- Improved water spray dampening systems are now available from several manufacturers to improve water control.
- Most offset manufacturers have improved electronic controls; many now offer larger, 50-inch reels that mean fewer roll changes, and several have designed new color-unit configurations.

Tracing production trends over the last 10 years, Steven L. Derman, director of operations at The Hartford Courant, noted that "perhaps the most significant event" during that period was the introduction of USA Today and "the impact it's had on not only quality color but consistent quality color."

Another speaker, William J. Hee, purchasing manager for Gannett Supply Co., described the specifications for newsprint used to print USA Today. The mills that are making paper to those specifications "are the ones guaranteeing themselves a place in the future," he said. "Other mills are in the process of improving their product, while still others have done nothing and are losing ground in the quality race."

On the symposium's first day, participants also heard discussions about printing ink, government regulations and defective folders.

Bruce E. Blom, assistant technical director of Flint Ink Corp., reported on several matters: consequences of the switch to treated mineral oil in ink manufacture, progress in the development of ink with low rub-off tendencies, ink companies' commitment to work with flexo users, and work getting under way by ANPA toward solving offset tinting and toning problems.

Richard W. Neergaard, ANPA manager/environmental services, explained newspapers' obligations under the federal Occupational Safety and Health Administration's "hazard communication" standard. Unlike the other subjects on the program, he noted, "mine doesn't give you very many options." Newspapers must be in compliance with the standard, which involves labeling of hazardous chemicals and employee training by May 25.

Leonard Subach, manager/double-width folders for Rockwell International's Graphic Systems Division, reported on progress to solve a cracking problem that surfaced last year with Goss 3:2 press folders [presstime, Oct. 1985, p. 54].

Metallurgical analysis pinpointed the part of the folder that was subject to cracking under high-stress conditions, he said. Company engineers determined that the stress level could be lessened by removing a sharp corner in the folding cylinder. Repair teams were dispatched into the field to make the necessary cylinder repairs or replacement, with the work scheduled to be completed by the end of this year.

Consistent print quality, which can be a strong selling point for newspapers as they battle with other print media to attract and keep advertisers, was emphasized in "Plate and Platemaking Now and For the Future" on the second day.

Howard W. Helmbrecht, manager sales development for NAPP Systems (USA) Inc. in San Marcos, Calif., said consistency is important regardless of the type of printing process a newspaper uses.

Helmbrecht suggested that once an acceptable standard of quality has been reached, a newspaper should go back, step by step, and determine how it was achieved so that it can be duplicated.

In discussing specific processes, Helmbrecht said he believes letterpress has yet to achieve its full potential in print quality. His company and others are currently working on more resilient plates that will permit a smoother ink lay-down, Helmbrecht said. The use of small amounts of water with offset oil-based inks as well as letterpress oil-based inks also contributes to a smoother ink lay-down, he said.

In offset printing, recent emphasis has been on pre-sensitized photopolymer offset plates that can be manufactured in exact sizes, he added.

In flexography, uniform plate thickness can help minimize the variables that contribute to inconsistent print quality, Hemlbrecht said.

Richard J. Finn, sales manager for W.R. Grace & Co., Lexington, Mass., said all printing operations are striving for lower operating costs and higher print quality. New technology can help balance the two concerns.

Operating costs can be reduced when such technology as pagination systems and computer controls reduce manning and thus labor costs, Finn noted.

Looking into the future, he predicted an increasing use of water-based inks, increasing automation, faster platemaking systems, and the coexistence of several types of printing technology.

Symposium chairman Riggs echoed the thought about coexistence and added that he believes the greater variety of printing options was responsible for the symposium's large turnout. "There are a lot of things going on out there, and everybody wants to keep up with what's new," he said.

New ink replaces Red Lake C

The AD/LITHO™ and AdPro™ red inks made with a pigment known as "Permanent Red 2B" will be available from all major ink suppliers before May 25, according to the National Association of Printing Ink Manufacturers.

Permanent Red 2B replaces a pigment, "Red Lake C," large doses of which have been found to cause an increased incidence of spleen cancer in laboratory rats. At its January meeting, ANPA's Technical Committee approved the pigment substitution for ANPA's consolidated AD/LITHO and AdPro color ink book, scheduled to be published later this year.

May 25 is the date by which U.S. newspapers must be in compliance with the "hazard communication" standard, which requires employers to inform employees of hazardous chemicals in the workplace [presstime, Feb. 1986, p. 51].

NAPIM reported that inks formulated with Permanent Red 2B print "cleaner" than inks made with Red Lake C. □

TECHNOLOGY CALENDAR

- The **Metro Users Group** will meet April 6-9 at the Lincoln Hotel in Dallas.
- The **Harris 72P Users Group** will meet April 20-22 at the Radisson Hotel in Raleigh, N.C.
- **DRUPA '86**, the international graphic arts trade show, will be May 2-15 in Duesseldorf, West Germany.
- **Type-X** will be May 6-8 at the Hyatt Regency Chicago.
- The **Mycro-Tek Users Group** will meet June 20 at the Georgia World Congress Center in Atlanta.
- The **58th Annual ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center in Atlanta.
- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.

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Quality reproduction guide completed

A new book titled "Guide to Quality Newspaper Reproduction" is being made available to advertisers and newspapers. The publication was written by the ANPA Technical Committee and produced jointly by ANPA and the Newspaper Advertising Bureau.

Although designed primarily as a guide for retail and national advertisers, the 56-page book is applicable to all newspaper copy. It recommends certain specifications for copy prepared for either offset or letterpress printing, including screen sizes, dot sizes, and ranges for black-and-white halftones and for color separations.

Also featured are techniques to achieve good newspaper photography, artwork and ad makeup.

The Technical Committee members most involved in the book's preparation were Charles R. Blevins, vice president/production of Gannett Co., and Robert L. Moyer, vice president/operations of Small Newspapers Inc.

Committee Chairman Walter E. Mattson, president and chief operating officer of The New York Times Co., said that all of the Times Co.'s newspapers will adopt the guidelines for preparation of all in-house copy, and that their advertisers will be strongly encouraged to submit ads made up to the ANPA/NAB recommendations.

All ANPA member newspapers will receive one copy in the mail by late April or early May. Additional copies will be available, and a number of newspapers have placed multiple orders to distribute to key staff members and to advertisers. Cost is $5 per copy for orders of up to five, $4 each for orders of six to 10, $3 for 11 to 50, and $2 for more than 50.

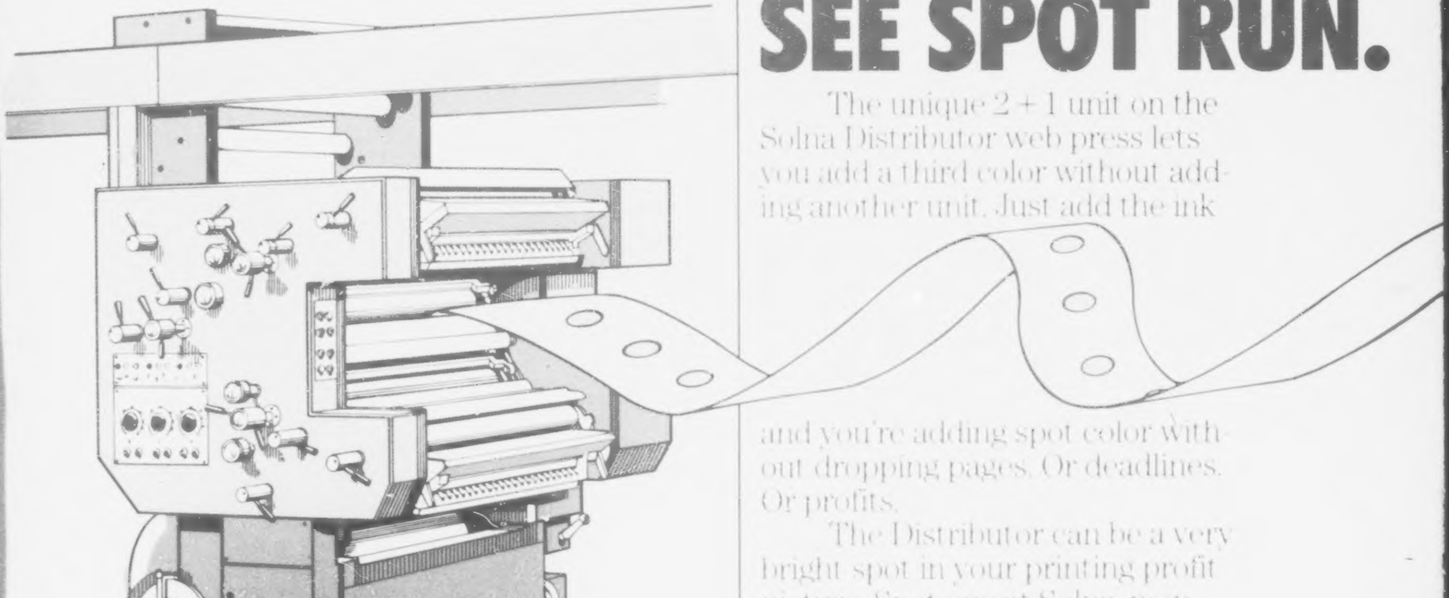
Richard J. V. Johnson, chairman and president of ANPA, said it is important that newspapers follow the new guidelines as part of the industry-wide effort to attain the highest-quality reproduction.

Johnson, president of the Houston Chronicle, also emphasized the importance of getting copies of the book to advertisers. One of the major complaints of newspaper advertisers is poor reproduction, and it sometimes is caused by poor original copy, he said. It is the individual newspaper's responsibility to assure that local advertisers are aware of the new guidelines and of how adhering to them will improve reproduction.

NAB will distribute copies of the book to major advertising agencies and to leading national advertisers.

One newspaper that already has adopted standards to enhance printing quality is The Record in Hackensack. Frank J. Savino, vice president of marketing, said the program involved meeting with some advertisers to explain the copy-quality guidelines, and checking incoming copy. Not only did reproduction improve, but The Record's emphasis on quality proved to be a sales tool that helped to increase ad volume, Savino said.

He recommends that ad and production managers at other papers work to implement the ANPA/NAB guidelines—from the advertisers through the pressroom. ☐



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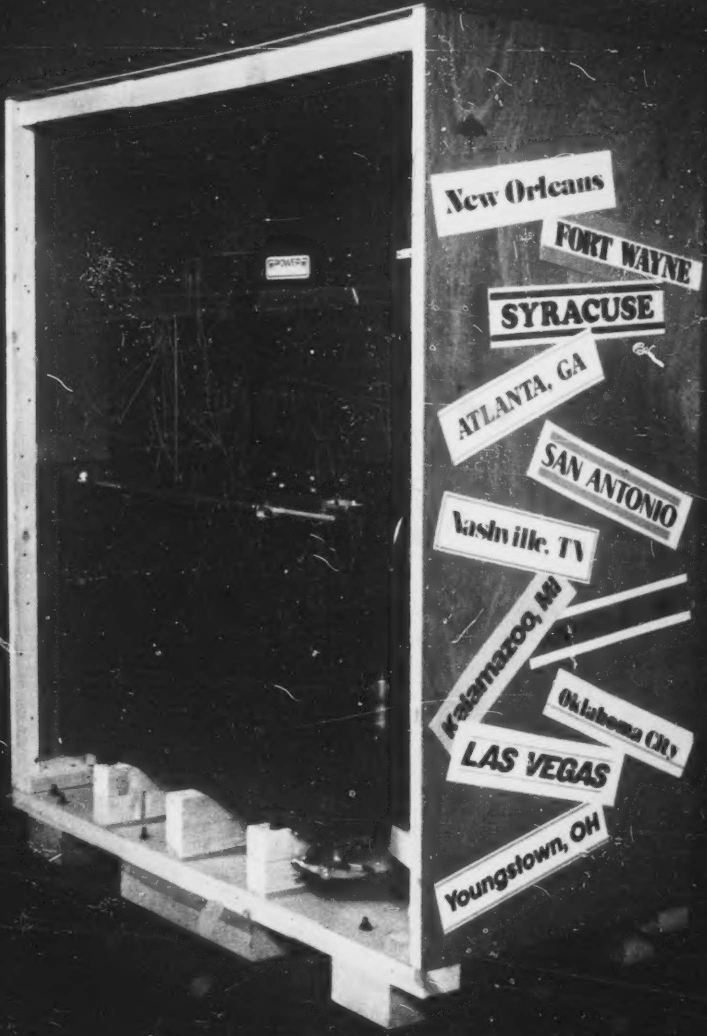

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Getting quality 'hands-on'

Newspaper executives and production managers are being confronted by ever-increasing demands for improved black and white and color printing quality.

Establishing or updating quality control and training programs is recognized as the foundation for achieving these goals.

But where does one start?

When James W. Hitchman, corporate production director for Ottaway Newspapers, wanted to formulate a new quality control training program, he decided the first step would be to provide production directors from their Ottaway newspapers an outside training course.

"We selected ANPA's 'hands-on' training seminar on Newspaper Quality Control because it offered the most practical approach," Hitchman said. "We wanted to work together and develop programs with emphasis on color that would involve all departments from editorial right through the mailroom."

ANPA's newspaper technology seminars, conducted at The Newspaper Center in Reston, Va., offer a combination of lecture sessions and practical hands-on experience to the more than 150 newspaper employees who attend each year.

Attendees have the opportunity to operate the very latest in state-of-the-art newspaper equipment, including two color scanners, a pre-scan color analyzing computer, a process camera and both single width and double width newspaper presses.

The quality control seminar presents a complete system for documenting, measuring and maintaining high-quality printing systems. This enables participants to initiate their own systems, according to Arthur M. Boudreau, ANPA manager, technical training.

Areas covered include copy standards, recommendations for photomechanical reproduction density ranges for color and black and white photographs; establishing and maintaining control of typesetting procedures and equipment; and process camera control of line copy and halftones through the use of densitometers, gray scales and exposure computers.

The seminars feature demonstrations of methods used to establish color separation standards for scanners and direct screen operations. They also offer operational experience with proper maintenance and set-up procedures for newspaper presses.

"What we offer," Boudreau said, "is a repeatable, documentable method of achieving quality. Once this system is put into operation, it leaves little room for arguments. [illegible] departments' standards and [illegible] the personnel on the use of the equipment and recording of monitoring results."

Elwood B. Keim Jr. (left) of ANPA gives instruction to Robert Bode (center) of The Oklahoma Publishing Co., Oklahoma City, and Don Clyburn of Piedmont Publishing Co., Winston-Salem, N.C., during Offset Press and Plate seminar last year at The Newspaper Center.

Small classes and an informal atmosphere permit attention to specific individual requirements.

For example, when the Ottaway delegation went to Reston, it carried models of the densitometers the group intended to purchase.

"Tony Harrington, ANPA's press specialist, went over them with us," said Hitchman. "We have since then introduced densitometry into all our pressrooms and provided training in densitometry techniques and checking procedures. That alone has helped us eliminate many problems."

After the seminar, each Ottaway attendee took responsibility for formulating the specifics of a quality control training program for one department in the production cycle. The completed program is currently in place and, according to Hitchman, has produced clearly visible, positive results.

Other ANPA services also stress print quality

Besides "hands-on" training, ANPA offers newspapers a number of other services designed to enable them to improve print quality. Some of these are:

- Technical Advisory Service specialists to visit newspapers and help personnel there to improve printing quality, photography and color separations.
- Procedures and test negatives to enable a newspaper to do its own troubleshooting on quality control.
- On request, a critique of a newspaper's printing quality based on an examination of seven or more issues.

These services are being utilized by ANPA member newspapers of all circulation ranges.

In addition, the Association's Technical Committee and staff and Newspaper Advertising Bureau staff are finishing a new manual of guidelines for use by advertisers and newspapers. It will contain recommended specifications on dot-size range and on permissible dot gain range. (See story, p. 72.) Such voluntary guidelines should improve quality and bring more uniformity among newspapers, according to William D. Rinehart, ANPA vice president/technical.

Syndicate switching predicted

Executives of newspaper syndicates are not looking for a major trend toward consolidation among the companies, but at least one foresees a lot of features switching from one syndicate to another.

That's the prediction of Dennis R. Allen, president of Cowles Syndicate, which is being acquired by The Hearst Corp.'s King Features Syndicate in a $4.2-million deal.

With regard to syndicate-switching by artists and writers who prepare comic strips, cartoons and columns for newspapers, Allen said he expects "more activity in that regard than there has been in the last five years."

But on the subject of possible further consolidation, he commented, "I talked with all the CEOs of the major syndicates" over the last few months. "They all wanted to stay in business" and in fact "all wanted to buy," Cowles Syndicate Allen said.

"There is constant speculation in the industry there is going to be more consolidation," said Michael Caudicessi, Cowles executive vice president and general counsel. "Given the nature of the business, it looks like that is the case, but given the nature of the ownership, it doesn't look like that is possible."

All of the major syndicates except Kansas-based Universal Press are currently owned by large newspaper companies: King Features by Hearst, United Feature Syndicate by Scripps Howard, Tribune Media Services by the Tribune Co. of Chicago and News America Syndicate by News America Publishing Inc. Others are affiliated with individual newspapers: Los Angeles Times Syndicate, New York Times Syndication Sales Corp. and The Washington Post Writers Group.

Although he said there would "not necessarily" be more acquisitions, King Features President Joseph F. D'Angelo said some could develop because of the high cost of getting features established and the decline of competitive newspaper markets.

"Obviously, if a syndicate merges or is acquired by another, there are significantly less operating expenses," D'Angelo said.

King Features plans to continue the 35 features currently distributed by Cowles, he said.

26-paper swap, antitakeover measures top business activity

BUSINESS ROUND-UP

Harte-Hanks Communications Inc. and Garden State Newspapers Inc. have agreed to a swap that will leave 24 newspapers and two shoppers in different hands.

Harte-Hanks will get 17 newspapers, most of them clustered around Boston and Dallas, and an undisclosed amount of cash. The company is also getting two shoppers in the swap, which is expected to be completed this month.

Of the newspapers, four are dailies. The rest are a mix of free- and paid-circulation non-dailies. The San Antonio-based company will be left with 23 dailies and more than 100 non-dailies.

Robert G. Marbut, Harte-Hanks president and chief executive officer, said "the Boston and Dallas suburbs are two of the best possible areas for our kind of businesses," and he noted that "we already have a presence in both of these areas."

The trade enables the company to "concentrate our resources in fewer, bigger market areas" with better prospects for growth than the areas Harte-Hanks is leaving, Marbut said.

On the other side of the equation, the trade will do nothing to hurt the claim by some analysts that Garden State is the fastest-growing newspaper group in the country. With the swap, the two-year-old company will get seven dailies for a net gain of three, raising its total to 20. The company also will gain a direct-mail firm.

Garden State is owned by Richard B. Scudder of Navesink, N.J., William Dean Singleton of Woodbury, N.J., and Media General Inc. of Richmond, Va. The Dallas-area newspapers Garden State is trading to Harte-Hanks will be purchased first from Taylor Communications Inc. of Carrollton, Texas.

Harte-Hanks' new dailies are: The News-Tribune of Waltham, Mass. (circulation 13,044), The Daily Transcript of Dedham, Mass. (12,237), the Lewisville (Texas) Daily Leader (4,253) and the Plano (Texas) Daily Star-Courier (14,403).

The dailies Garden State is getting are: in Texas, the Big Spring Herald (9,287), the Del Rio News-Herald (6,471), The Huntsville Item (5,963), the Marshall News Messenger (10,443); in Ohio, The Journal-News of Hamilton (28,111); and The Yakima (Wash.) Herald-Republic (39,992) and the Ypsilanti (Mich.) Press (15,403).

As some newspaper companies come together in friendly transactions, others are throwing up new defenses against possible hostile buyers. In each of the following cases, the company said it was not currently the target of an unfriendly bid.

- In New York City, Dow Jones & Co. shareholders will vote April 16 on a proposal to stagger terms for directors, which would prevent a majority from being elected at a given annual meeting. Other antitakeover measures scheduled for a vote are a "fair price" provision that would require a buyer to make the same offer to all stockholders and a requirement that the board consider non-economic factors in evaluating a bid.

- In Dallas, A.H. Belo Corp. came up with a device to repel a hostile buyer. Belo, which publishes The Dallas Morning News, issued a purchase right for each common share outstanding March 20.

The right entitles the holder to buy 1/100th of a share of preferred stock selling at $175 a share. The trigger is an accumulation of 30 percent or more of Belo's common stock, or announcement of a tender for at least that amount. If Belo is acquired, the rights will entitle each holder to shares of the acquiring company with a market value twice the right's exercise price.

- In Chicago, the Tribune Co.'s board fashioned a so-called "poison pill," which an unfriendly acquirer could be forced to swallow. The "poison" is in the purchase right issued for each common share outstanding March 4.

Each right entitles a shareholder to buy one newly issued share of Tribune common stock for $200—a move that would dilute a would-be acquirer's stake. The rights can be used only if an acquirer accumulates at least 20 percent of Tribune common stock or announces a tender offer for at least 30 percent.

If Tribune Co. is acquired, holders of rights would be entitled to buy, for $200 each, shares of the surviving company with a market value of $400 each.

Elsewhere in the newspaper business:

- Scripps Howard (E. W. Scripps Co.) and The John P. Scripps newspaper group of San Diego signed a merger agreement March 14. Under the plan, which must receive regulatory approval [presstime, Aug. 1985, p. 60], The John P. Scripps group will become an independent operating division within Cincinnati-based Scripps Howard. The company will publish 20 dailies with total circulation of nearly 1.5 million and 46 non-dailies.
- Stockholders of the Pulitzer Publishing Co. of St. Louis rejected March 18 the bid of real estate developer A. Alfred Taubman to acquire the company. In late February, Taubman had submitted a $500-million bid for the company, which owns the St. Louis Post-Dispatch and other properties.
- In Detroit, a battle of another sort escalated in March. Gannett Co. announced The Detroit News, which it recently acquired, would drop the price of single copies sold outside metropolitan Detroit from 20 to 15 cents, effective March 31. The Detroit Free Press, which goes head-to-head with the News, replied in kind. Knight-Ridder Newspapers Inc., which owns the Free Press, said it, too, would drop the price outside metro Detroit by a nickel to 15 cents.
- The Colorado Springs Sun shut down in late February after a hunt for a buyer who would continue to publish the daily. Freedom Newspapers Inc., which owns the rival Colorado Springs Gazette Telegraph, purchased the Sun's assets. The Justice Department had delayed the sale in hopes of finding another buyer [presstime, March 1986, p. 68]. ☐

UPI gets more time for reorganization

A U.S. Bankruptcy Court judge in late March granted the request of United Press International for more time to file a reorganization plan.

The plan will specify details of the proposed sale of UPI to Mexican publisher Mario Vázquez-Raña and Houston businessman Joe Russo [presstime, March 1986, p. 68]. Judge George F. Bason granted UPI's request that it have until June 30 instead of March 31 the exclusive right to file a reorganization plan. ☐

Corrections

Clair Balfour of the Montreal Gazette is vice president of the Organization of News Ombudsmen, not president-elect as listed in a round-up of newspaper organizations in the February issue. The Organization of News Ombudsmen does not have the position of president-elect.

Also, the person who in June will be elected to head the Newspaper Division of the Special Libraries Association, Diane Miller, is with The Pantagraph in Bloomington, Ill. An incorrect state was in the Special Libraries Association listing. Presstime regrets the errors. ☐

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"(We sought) a strongly capitalized, well and intelligently diversified company committed to running community-oriented newspapers . . . In this effort we are indebted to Lee Dirks of Detroit, justifiably considered one of the best newspaper brokers." — Raymond C. Kennedy, Hudson (NY) Register-Star, 15,200 daily, August 1985, in a front-page editorial.

"Our first decision was perhaps the best, the decision to use Lee Dirks as our representative. You found the type of company we wanted to continue the traditions of the Globe. With your help, a very difficult task was made much easier." — Owen Van Essen, Worthington (MN) Daily Globe, 16,400 daily, December 1985

"The same fair and honest negotiations you conducted for us no doubt helped you establish your reputation . . . Not only do you know the marketplace, Lee, but it is apparent you have a close working relationship with the leaders of the U.S. newspaper industry." — Walter Chambers, New Castle (IN) Courier-Times, 14,000 daily, November 1985

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Task force formed to study distribution, marketing

The ANPA Industry Affairs Committee is forming an ad hoc task force to study the distribution and marketing of newspapers.

Virgil Fassio, publisher of the Seattle Post-Intelligencer and vice chairman of the committee, will organize and head the task force. The group will evaluate available information on circulation issues, particularly the work of the Newspaper Advertising Bureau's Future of Advertising Committee, and report to the ANPA Board of Directors. The decision to form the ad hoc task force was made at the Industry Affairs Committee's meeting Feb. 27-28 in Long Beach, Calif.

Robert L. Burke, ANPA vice president/industry and public affairs, said the decision followed extensive discussion on circulation issues that included:

- The state of the "little merchant system," which some think is slowly coming apart. Other delivery methods tried so far include using more adult carriers and motor routes. Which answers are the most effective?
- The sale of newspapers through agreements with cable television companies, an arrangement that yielded huge circulation gains in Denver. Are the gains important to advertisers? Should newspapers seek other "partnerships"?
- Alternative uses of a newspaper's distribution system. Can a newspaper profitably deliver other materials such as utility bills and phone books?
- Churn among subscribers and turnover among carriers and district circulation managers. What are the most effective ways to achieve stability?

Recent acquisitions

Persis Corp. of Honolulu acquired from Longview (Wash.) Publishing Co. two Washington state dailies: The Daily Journal-American of Bellevue, circulation 27,180, and The Daily News of Port Angeles, circulation 12,176. Meanwhile, Westmedia Inc. of Longview acquired full ownership from Longview Publishing Co. of The Daily News of Longview, circulation 24,396. Westmedia is owned by members of the same family that owned Longview Publishing.

Murphy named publisher of Republic, Gazette

Lorenzo Dow (Pat) Murphy has been named publisher of The Arizona Republic and The Phoenix Gazette. He had been editor of the Republic since 1979.

Murphy succeeds Darrow (Duke) Tully, who resigned Dec. 26 after it became known that he had fabricated a military career [presstime, Feb. 1986, p.61]. Tully April 1 was slated to become publisher of the 7,561-circulation Williston (N.D.) Daily Herald, a member of Sierra Vista, Ariz.-based Wick Newspapers. ☐

Supreme Court misquotes the press on the press

Was it a case of poetic justice at the U.S. Supreme Court?

In his opinion last June in the libel case *Dun & Bradstreet Inc. v. Greenmoss Builders Inc.*, Chief Justice Warren E. Burger got in a few licks at the press when he wrote: "Consideration of these issues inevitably recalls the aphorism of journalism attributed to the late Roy Howard that 'too much checking on the facts has ruined many a good news story'" [presstime, Oct. 1985, p. 16].

That quote didn't sit well with folks at Scripps Howard. They did some fact checking of their own and could find no record that Howard, long-time editor in chief of the newspaper group, ever said such a thing.

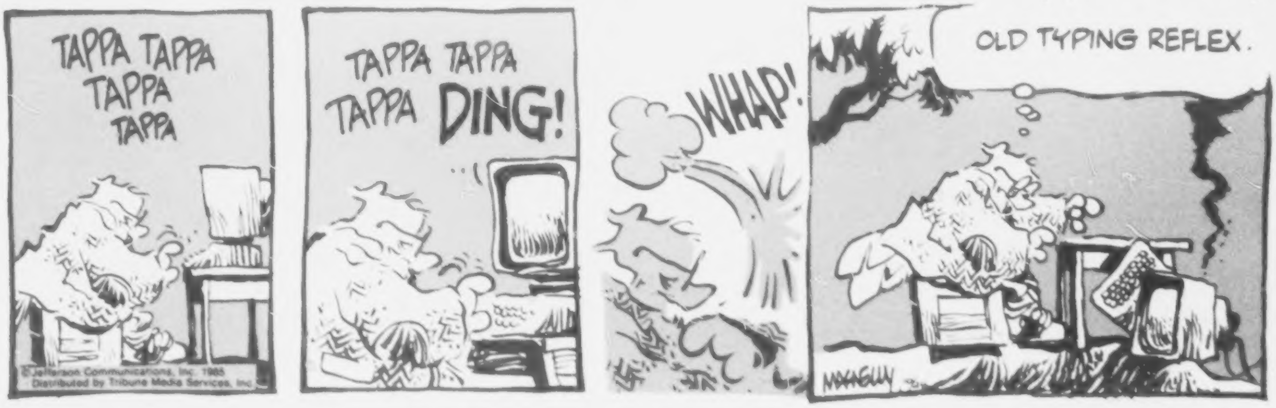
Bruce Sanford, a partner in the Washington, D.C., office of Baker & Hostetler, Scripps Howard's attorneys, complained to the high court's reporter of decisions, who subsequently removed the reference to Howard from the version of the opinion retained in the permanent court records.

After The Wall Street Journal Jan. 31 wrote about Burger's improper fact-checking, Scripps Howard received numerous suggestions about who might have been the source of the quotation. The leading contender was William Randolph Hearst, but a check of his records came up empty.

"There are a whole bunch of variations on that basic idea," noted William R. Burleigh, Scripps Howard vice president and general editorial manager. "But they are all said with tongue in cheek, of course, except by the chief justice." ☐

'Shoe'

By Jeff MacNelly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Education

New magazine proposed for educators

A pilot issue of a proposed new magazine for journalism educators will be distributed at the Aug. 3-6 convention of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

Essentially, the new magazine will combine two existing AEJMC publications, the quarterly Journalism Educator and the 10-times-a-year aejmc News, according to Carol Reuss, chairman of the committee developing the magazine.

Among other things, the prototype will be used to test the market for advertising, said Reuss, professor at the School of Journalism at the University of North Carolina. Both existing publications accept ads.

If the prototype is well-received, the magazine, which will retain the name Journalism Educator, will be published 10 months a year, excluding two months in the summer. The Department of Journalism at the University of Texas at Austin provided $5,000 to support the design and production of the prototype.

Foundation supports literacy project

ANPA Foundation is among 60 national organizations that have agreed to support Project Literacy U.S., or PLUS, a joint, public-service project on adult illiteracy being sponsored by the American Broadcasting Companies Inc. and the Public Broadcasting Service.

PLUS will begin with an "outreach" phase, in which local literacy task forces will be formed around the country, followed by a public awareness phase, in which programming on both networks will focus on the subject.

ANPA Foundation has established its own three-phase literacy project and recently named a project director [presstime, March 1986, p. 71].

Correction

The origin of the Golden Apple Award was incorrectly attributed in a story about NIE Week in the March issue of presstime. The award, recognizing outstanding teachers, was created by The Knoxville (Tenn.) News Sentinel Co. Presstime regrets the error.

Letters

Disagrees with tobacco-ad stand

My friend Dick Johnson recently (Chairman's Corner, February) rebuked a proposal to ban all advertising of tobacco products as a violation of free-speech rights guaranteed by the First Amendment. He knows I disagree with him on this matter, and invited me to share his platform for a dissenting view.

If we limit this debate to the First Amendment, we ignore the real problem: Tobacco-caused deaths and diseases represent the greatest holocaust ever perpetrated on humankind.

The Constitution is neither an adequate nor accurate defense for tobacco advertising. Calling for freedom of speech protection is disguising the terrible truth about tobacco, thereby denying millions of people their own inherent First Amendment rights to factual information that is free of bias.

Approximately 40,000 published scientific articles provide evidence on the harmful health effects of tobacco. That evidence is solid and unequivocal. The U.S. Office of Technology Assessment reported in 1985 that disease and lost productivity due to tobacco are costing this country $65 billion a year. That sum reflects the combined costs of smoking-associated medical bills, lost time from work and an estimated 500,000 premature deaths annually. The mortality attributed to using tobacco is now one-fourth of all American deaths.

The U.S. Supreme Court has placed advertising in a special category of "commercial" speech, with rights limited to consumers having access to comparative prices and other specified information, but noting that advertising may be restricted as to time, place and manner. Many constitutional law experts maintain that the harmful health effects of tobacco far outweigh the "right" of commercial speech. Testing that tenet, however, remains for the future.

The $2 billion being spent annually on advertising by the six major American tobacco companies is the largest single expenditure for promotion of any consumer product in the country. Most of these ads go far beyond the bounds of commercial speech as they seductively portray cigarette smokers and users of smokeless tobacco as glamorous, successful, healthy, athletic and independent.

Mixed in the whole milieu of misleading factors about smoking is this glaring contradiction: Tobacco products can be legally sold, yet the total and individual contents are exempt from the safety purview of the U.S. Food and Drug Administration.

With such an array of sound scientific data available on the hazards of smoking, I believe there is no greater informational priority for the nation's newspaper publishers and editors than to tell the whole truth about tobacco.

Charles A. LeMaistre, M.D.
President, University of
Texas System Cancer Center
President, American Cancer Society

The Concord scene

Mike Pride's article in the March 1986 issue ("A Grieving Concord Repelled by Media Misbehavior") should be required reading in every journalism classroom and every newsroom in the United States.

Doris Walsh
Associate publisher
American Demographics
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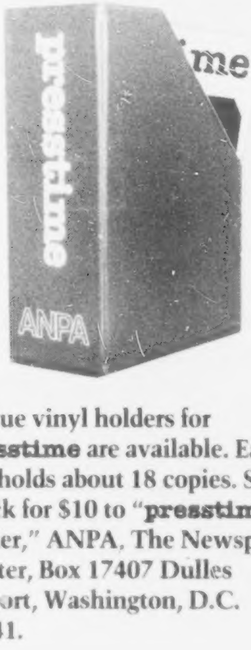

Blue vinyl holders for presstime are available. Each one holds about 18 copies. Send a check for $10 to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

GOSS Newspaper Products

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On the menu-driven, touch-sensitive display, the operator begins to set the press.

Redefining user-friendliness, a menu-driven, touch-sensitive work station display is the key to MPCS simplicity. Following a fast self-diagnostic precheck of system software and microprocessors, the MPCS uses computer intelligence to help the operator select, preset and later adjust press functions from the quick-response touch-screen menu. Subsequent color-coded displays quickly confirm input, progress and function achievement—or report unattainable commands and describe the problem.

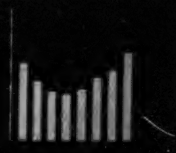
Here's what this unique system means to you. In addition to fast makeready and greater manpower efficiency, the flexible, powerful MPCS also produces significant materials savings. For example, inking values are defined across the web based on stored computer information. Paper is similarly conserved, with waste-reducing adjustments made automatically before any paper is used. There is no wasteful guesswork or experimentation.

MPCS advantages don't end there. The system allows better use of pressroom manpower—for example, multiple work stations on a single press permit input by more than one pressman at a time. The sequence of presetting the press closely follows pressroom opera-

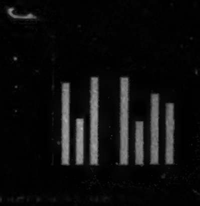
By simply touching the MPCS work station display, a single operator can preset press functions. The productivity programmed central computer takes it from there.

Headliner Offset **MPCS**

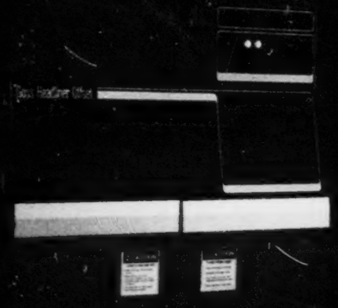
SYSTEM SO SIMPLE.



The display verifies ink zone settings.



On another couple, a problem is indicated on the display.



The new Goss Modular Press Control System achieves significant technological advancement for the newest Headliner Offset presses (a four-color unit is shown).

tions—for example, pages can be input as available and the system automatically presets ink zones for each page. Other MPCS benefits: easier circumferential and sidelay adjustments. Running adjustments by plate or page. Specially designed diagnostic features for checkout and maintenance. Library of impositions. Press settings for a frequently used or an interrupted job can be saved and recalled at the operator's command.

There are important initial economies, too. With the building-block design of the MPCS, you order only what you currently require. The MPCS has assured expandability to grow as your requirements and press operations grow. It is easily maintained and accommodates a wide range of peripherals.

Perfected through more than 30 man-years of quality-assured development, the Goss Modular Press Control System makes the Headliner Offset press more than ever the world's pacesetter for newspaper productivity. For more details on MPCS potential in your pressroom, contact Goss Newspaper Products, Graphic Systems Division, Rockwell International, 3100 South Central Avenue, Chicago, IL 60650. Or phone 312-656-8600.

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Program being finalized for 'sellout' 100th Convention

Preregistration for this month's ANPA Convention in San Francisco exceeds the final registration total for last year's Convention in Miami Beach.

As of March 20, preregistration stood at 2,250, compared with 2,170 who attended last year's meeting. The number also tops the final registration for the Association's last meeting in San Francisco—2,213 in 1982.

According to ANPA Senior Vice President Thomas C. Fichter, the attendance figure for the April 21-23 meeting should approximate that of the 1984 Convention in Montreal, which achieved the second highest registration in ANPA history: 2,307.

Fichter calls the Association's 100th Annual Convention, the third to be held in San Francisco, "a total sellout." Not only have most available guest rooms in designated ANPA Convention hotels been reserved, but waiting lists are forming for most ANPA meal functions, he reported.

Convention-goers who have not yet made hotel reservations through ANPA now must deal directly with the hotels, Fichter said. Arrangements to obtain tickets, or to be placed on a waiting list, for ANPA meal functions may be made by calling the Association's Membership Department at (703) 648-1097.

Convention events will take place in three locations. Registration, most of the meal functions and the Convention clinics will take place at the Fairmont Hotel atop Nob Hill. The General Sessions and the ANPA and Associated Press annual business meetings will be in the Masonic Auditorium, two blocks from the Fairmont. The Tuesday and Wednesday ANPA Lunches will be in the San Francisco Hilton, six blocks from the Fairmont.

Shuttle buses will be available to transport registrants between sites.

At press time, the Convention Arrangements Committee, headed by Joseph F. Barletta, president of the San Francisco Newspaper Agency, was making final program preparations.

Late additions to the program include the following:

An entertainment highlight will be the Hearst concert Tuesday evening featuring singers Tony Bennett and Maureen McGovern.

- Thomas J. Peters, co-author of two best-selling books on business management, *In Search of Excellence* and *A Passion for Excellence*, who will be among the speakers at the ANPA Keynote Breakfast.
- A panel discussion on the space shuttle Challenger explosion, which will be part of Monday's annual AP meeting. Titled "After the Challenger Disaster: Conversations on a Tragedy in Space," the program will be moderated by Louis D. Boccardi, AP president and general manager. Panelists will be: Alan B. Shepard, Mercury astronaut and the first American in space; Barbara Morgan, who was the backup to teacher-astronaut Christa McAuliffe for the mission that ended in tragedy Jan. 28; William R. Graham, acting administrator of the National Aeronautics and Space Administration; Dr. Alex Roland, associate professor of history at Duke University; and Howard Benedict, AP space correspondent at Cape Canaveral, Fla.
- A panel discussion on terrorism, which will be presented by United Press International at a General Session Tuesday. Helen Thomas, UPI White House bureau chief, will serve as moderator. Panelists will be Sam Donaldson, ABC News chief White House correspondent; Thomas L. Friedman, Jerusalem bureau chief of The New York Times; Peter Smerdon, UPI Beirut correspondent; and Terrell E. Arnold, former deputy director of the State Department's Office for Combatting Terrorism and current vice president of the Institute on Terrorism and Sub-National Conflict.

Also, The Hearst Corp. and its San Francisco Examiner newspaper announced they will be host to a concert featuring singers Tony Bennett and Maureen McGovern on Tuesday from 7:15-9 p.m. Admission to the concert, at the Masonic Auditorium, will be by Convention registration badge.

Among other peripheral activities open to all registrants are two that will precede the Convention.

"Expert Centers" will be set up near the Convention registration area in the Fairmont's Gold Room April 19 and 20 from noon to 6 p.m. ANPA staff and other experts will be available for informal consultation on the following topics: advertising/marketing, insurance, employee relations, literacy, minority opportunity, legal/postal/government affairs, technical operations and telecommunications.

And for the second year, presstime will get the Convention started by sponsoring an early morning "fun run" on opening day. This year's two-mile run will begin at 6:30 a.m. Monday at Marina Green. Shuttle bus service to the start/finish point will be available from the Fairmont. Participants will receive "fun run" T-shirts.

As of late March, the three-day program developed by the arrangements committee was as follows:

The **Monday** ANPA Keynote Breakfast in the Fairmont will begin with the keynote address delivered by ANPA Chairman and President Richard J.V. Johnson, president of the Houston Chronicle. He will be followed by authors Jonathan Kozol, who wrote *Illiterate America*, and Peters.

The AP annual business meeting and panel discussion on the Challenger Disaster will take place at the Masonic Auditorium.

The AP's Annual Lunch, at the Fairmont, will be addressed by former President Richard M. Nixon.

Convention Program in Brief

	Monday April 21	Tuesday April 22	Wednesday April 23
6:30	presstime Fun Run		
7:30	Eye Opener	Continental Stand-up Breakfast	Eye Opener
8:00	ANPA Keynote Breakfast	ANPA Annual Business Meeting	General Session Breakfast
		General Session	Break
10:00	Break	Break	
	Associated Press Annual Meeting	General Session (NAB)	General Session
		NAB Annual Business Meeting	
12:00	Associated Press Reception	Reception	Reception
12:30	Associated Press Lunch	ANPA Lunch	ANPA Lunch
2:00	Four Clinic Sessions	Four Clinic Sessions	General Session
4:00			

☐ Fairmont Hotel ☐ Masonic Auditorium ☐ Hilton Hotel

Three two-hour clinics will run concurrently Monday afternoon at the Fairmont:

- "Wellness," with moderator Dr. Wayne O. Buck, medical director, Los Angeles Times, and corporate medical director of The Times Mirror Co. Panelists will be Robert N. Beck, executive vice president, corporate human resources, Bank of America; Willis B. Goldbeck, president, Washington (D.C.) Business Group on Health; and Diana Chapman Walsh, associate director of Boston University's Health Policy Institute.
- "Good-bye ... Classified ... Hello Yellow," with moderator Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican, who is chairman of the ANPA Telecommunications Committee. Two of the panelists will be ANPA Director Lloyd G. Schermer, president and chief executive officer of Lee Enterprises Inc., Davenport, Iowa, and Telecommunications Committee Vice Chairman Robert M. Johnson, president and chief operating officer of Newsday, Long Island, N.Y.
- "A New Look at Readers," panel incomplete at press time.

The **Tuesday** program will begin in the Masonic Auditorium with the ANPA annual business meeting and election of four new ANPA officers and three new directors [presstime, March 1986, p. 70].

The meeting will be followed by a two-part General Session in the auditorium.

The first part will be a panel discussion on the Audit Bureau of Circulations. Moderator will be ABC Chairman David K. Braun, director of media services of General Foods Corp., White Plains, N.Y. Panelists will be ANPA Director James M. Moroney Jr., chairman and chief executive officer of A.H. Belo Corp., Dallas; James F. Boynton, manager of media services of J.C. Penney Co., New York City; and Dan F. Pearson, director of media of R.J. Reynolds Industries Inc., Winston-Salem, N.C.

The second part will be UPI's panel discussion on terrorism.

The Newspaper Advertising Bureau's marketing/advertising program will follow in the auditorium.

It will begin with a report from NAB Chairman Tom Johnson, publisher and chief executive officer of the Los Angeles Times. Then NAB President Craig C. Standen and Executive Vice President and General Manager Leo Bogart will present an overview for 1986. Louis T. Hagopian, chairman and chief executive officer of N.W. Ayer Inc., will speak about newspaper advertising from his perspective as head of a major advertising agency. A report on NAB's Future of Advertising Project will follow, with reports from the chairmen of the project's 10 task forces.

The NAB annual meeting will close the morning program.

Tuesday's ANPA Lunch, at the San Francisco Hilton, will be addressed by New York Gov. Mario M. Cuomo.

Three concurrent clinics are scheduled Tuesday afternoon at the Fairmont:

Annual meeting notice

Notice is hereby given by the Secretary of the Association, K. Prescott Low, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at the Masonic Auditorium, San Francisco, at 8 a.m. Tuesday, April 22, 1986, for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

- "Newsprint—New Perspectives," moderated by Michael E. Ryan, senior vice president of The New York Times. Panelists will be Edward E. Dunleavy, vice president of Salomon Brothers Inc., New York City; R. Joseph Fuchs, vice president of Kidder, Peabody & Co. Inc., New York City; John M. Duncanson, senior financial analyst of McLeod Young Weir Ltd., Toronto; and Brian F. Topp, senior analyst of Midland Doherty Ltd., Toronto.
- "Circulation's Role on Your Management Team," moderated by Charles A. Lyons, president of Chesapeake Publishing Corp., Easton, Md. Panelists will be Booker T. Izell, bulk distribution director of the Atlanta Journal and Constitution; John B. Raytis, general manager of The Fresno (Calif.) Bee; and John Schueler, vice president/circulation of The Miami Herald.
- "Newsracks," panel incomplete at press time.

The featured speaker for the **Wednesday** General Session breakfast at the Fairmont was not set at press time.

A two-part General Session will follow in the Masonic Auditorium.

The first segment will be a speech by Robert W. Pittman, president and chief executive officer of MTV Networks Inc.

The second will be a panel discussion on the "Pacific Rim" of nations. Moderator will be Ray Shaw, president of Dow Jones & Co. Inc. Panelists and their topics will be Derek Davies, editor of The Far Eastern Economic Review, "Politics"; Fred Zimmerman, editor and publisher of The Asian Wall Street Journal, "Perils of Publishing in Asia"; and Jeffrey E. Garten, managing director of Shearson Lehman Brothers Inc., "Asia's Economy and Its Significance to the United States."

Wednesday's ANPA Lunch, at the Hilton, will be addressed by a speaker yet to be announced.

The Convention will conclude with a mock libel trial at the Masonic Auditorium.

One person has been added to the previously announced list of participants in the mock trial [presstime, March 1986, p. 71]. She is Mary Cunningham, president of Semper Enterprises of Osterville, Mass., who will be in the role of the plaintiff.

What to do in San Francisco

BY BOB COCHNAR

Let's face it: there's too much to see and too much to do in a week, even a month. And every resident advice-giver has his or her own ideas about what's worth seeing and what's not.

People who live in San Francisco are unreconstructed chauvinists. They just *know* they live in the best place on earth and are more than willing to tell you that again and again and again. We are, I hate to say it, rather smug.

Take the weather, for instance. San Francisco isn't called the air-conditioned city for nothing. At 37 degrees 48 minutes north latitude and 122 degrees 34 minutes west longitude, the city enjoys climate that can best be described as Mediterranean.

In April, temperatures should be in the high 60s and low 70s during the day, dipping into the 50s at night. But a chill or a hot spell isn't unknown. Skies almost certainly will be azure blue and nearly cloudless. That fabled fog isn't likely to be experienced, except perhaps in the evening.

The weather has been known to change from area to area, even from block to block: fog along the Pacific Coast, sun on Nob Hill, a sprinkling of soft rain at Twin Peaks, winds rushing through the Golden Gate.

WHAT TO WEAR? Unlike other California cities, San Francisco leans toward the formal. Montgomery Streeters (the West Coast version of Wall Streeters) would be out of place and terribly uncomfortable without subdued, all-wool, three-piece suits, button-down Oxford shirts and no-nonsense wingtip shoes. Women favor suits and, if you are part of the Pacific Heights set or aspire to that distinction, designer dresses. Only tourists would wear traffic-stopping outfits with (gasp!) Bermuda shorts. San Francisco does not permit the wearing of polyester or, on men, short-sleeved shirts. There is a sartorial inspection at the border!

GETTING AROUND. Despite the number of automobiles that clog city streets, San Franciscans will not admit to owning them, blaming vehicular pollution on outlanders and odd birds who live across the Golden Gate in Marin County where one is permitted to drive only BMWs and Saabs.

In truth, cars aren't needed to get from A to B and even C. The visitor can choose from buses, trolley cars, the Bay Area Rapid Transit, taxis, the Muni Metro rail cars and, of course, the cable cars.

But because the city is remarkably small in size, walking is a pretty good way of getting around.

The Powell Street cable car clangs past ANPA Convention headquarters hotel, the Fairmont. It will take you to North Beach where there is no beach but a number of decent Italian restaurants. If you take the California Street car, you'll get to the Embarcadero Center and Tadich's restaurant. The cable car, while fun, is nearly always crowded, takes forever to get anywhere and costs $1.00. Buses cost 75 cents and taxis are sometimes plentiful, but don't count on them.

Best bet: walk. You'll get used to the hills.

WINING. This is a tippler's town, with a bar on nearly every corner, also a laundromat and a grocery store, but let that go. You can find saloons to cater to every lifestyle and ethnic group, from gay socialist stockbroker to unattached heterosexual Japanese dockworker.

Here are a few pleasant and slightly more conventional watering holes:

- **The Compass Rose** and **Dewey's** in the St. Francis. Comfortable and convenient. The **New Orleans Room** in the Fairmont is also pleasant, as is the **Lower Bar** at the Mark Hopkins.
- **Top of the Mark**, Mark Hopkins Hotel, Nob Hill. Of course, you must drop by, everybody does. The view is magnificent.
- The **Redwood Room** at the Clift Hotel, Geary and Taylor. This is a wonderful old lounge, with beautiful redwood paneling, comfortable chairs and a decent pianist. One of my favorites, down the hill from the Fairmont.
- **L'Etoile** in the Huntington Hotel, Nob Hill. The lounge is where it's at. Drinks are fine, but the main attraction is pianist Peter Mintun, who plays your favorites from the '20s, '30s and '40s.
- **Perry's**, 1944 Union St. It's among the first of the town's new-old bars and a hangout for people who like to hang out. It has stamped metal ceilings, old wood, tile floor, great hamburgers.
- The **Pied Piper Bar**, Sheraton Palace Hotel, Market and New Montgomery streets. This is old San Francisco incarnate. Bright and boisterous, the place is dominated by a massive Maxfield Parrish painting for which the bar is named. Until 1964, women were barred from entrance. Some of the artifacts date from the opening of the Palace in 1875. By the way, nobody calls this hotel the Sheraton Palace. Just "the Palace," please. And the Westin St. Francis is just "the St. Francis."
- **Buena Vista**, at the foot of Hyde. Irish Coffee was popularized here. As the story goes, in 1952 Chronicle columnist Stan Delaplane was served a coffee-Irish whiskey-whipped cream concoction at a Shannon Airport bar. He brought the recipe back to the BV and the rest is history. At last count, the bar has served more then 10 million of them. The BV probably serves something other than Irish Coffee, but I'm not sure what.

Cochnar is executive promotion director for the San Francisco Chronicle.

• **Cliff House**, at the ocean on Point Lobos Avenue. The place, in one configuration or another, has been around since 1907. It's crowded with tourists but that's okay, because the view of the sunset through what they call God's Window is worth it.

• **Hard Rock Cafe**, Van Ness and Sacramento. This is the SF version of the Los Angeles and New York establishments. Unlike LA's, the Cadillac here is not buried in the facade but instead hangs from the ceiling. The place is indescribably noisy and seems always to be packed.

There are plenty of other neat places around town, but these few should get you started. You really are supposed to attend the sessions, you know.

DINING. Here's where I get [illegible]. Eating out is important in this town. There are more restaurants per square mile than any other city. San Franciscans spend more money per capita on restaurants than anybody else. There are guidebooks galore, and both papers run frequent restaurant reviews.

In Paris, it is said, it is practically impossible to get a bad meal at a restaurant. In San Francisco it's not hard at all. There are plenty of fine restaurants here, but there are also a fair number of gastronomical disasters. I won't mention the real dogs but instead concentrate on a handful of places that have established themselves as first-rate.

I will admit to not being a devotee of Asian restaurants, of which this city has many: Chinese, Japanese, Vietnamese, Cambodian, Thai, Filipino. But you'll find recommendations in the guides that will be in your convention registration kit.

This list is in no special order and runs from moderate ($11 to $25 per head, without wine) to expensive ($26 and up, without wine).

• **Le Central**, 453 Bush St. (391-2233). An effectively done up French bistro, the restaurant is comfortable and unpretentious. The roast chicken is absolutely the best in town, and if you like boudin noir (blood sausage), this is the place. (Moderate.)

• **Tadich Grill**, 240 California St. (391-2373). You don't need the phone number, because Tadich takes no reservations. If you're not there by 6 p.m., be prepared for a long wait. The menu is long, but your best bet is to stick with the simply prepared—and very fresh—charcoaled grilled fish. (Moderate.)

• **Jack's**, 615 Sacramento St. (986-9854). Jack's has been around for more than a century and for good reason. The waiters are bibbed and tuckered, and the menu—heavy on the fish—is printed daily. Best bets, in addition to the fish, are the steaks and chops. Jack's, along with John's (of Sam Spade and Dashiell Hammett fame) and Sam's, is in the triumvirate of old-school San Francisco restaurants. Jack's is the best of the lot. And it takes reservations. (Moderate.)

• **Prego**, 2000 Union St. (563-3305). This is a new-school Italian place, emphasizing pasta dishes and fancy pizza. The bar is always crowded, and the waiters know what they're doing. (Moderate.)

• **Campton Place**, 340 Stockton St. (781-5155). This might be the best restaurant in the city, or it might not. At the least, it's very, very good, driven by a personable and very imaginative chef. It serves up things like grilled quail and blue corn cakes, all displayed on Wedgwood. [illegible] A real experience. (Expensive.)

• **Square One**, 190 Pacific Ave. (788-1110) and **Stars**, 150 Redwood St. (861-7827). These are separately owned, new wave restaurants of California cuisine, each operated by an Alice Waters disciple (of Chez Panisse fame) and each offering extremely creative cuisine. (Moderate to expensive.)

• **Amelio's**, 1630 Powell St. (397-4339). It's been on the San Francisco scene for many years but has never been better. (Expensive.)

• **Modesto Lanzone**, Opera Plaza, between Van Ness and Franklin (928-0400). Modesto's original place is at Ghiradelli Square. This is the better one, possibly one of the best Italian restaurants in town and certainly one of the most beautiful. The chef is from the north and has a light hand (no sloppy red sauces here). (Expensive.)

• **Donatello**, 501 Post St. (441-7182). This small restaurant is so celebrated that the hotel in which it resides, the Pacific Plaza, has been renamed the Donatello. Pastas are super, and so is the veal, all served up in a splendidly subtle atmosphere. (Expensive.)

• **Washington Square Bar & Grill**, 1707 Powell St. (982-8123). Just a decade old, the "Washbag" is an authentic institution. One of the owners, Ed Moose, is a former AP reporter and thus has a soft spot for journalists. The low-keyed establishment oozes success. The Italian-oriented menu offers an interesting taste of the city, from calamari and pasta to veal and steak. In all, a friendly and comfortable oasis in the heart of North Beach. (Moderate.)

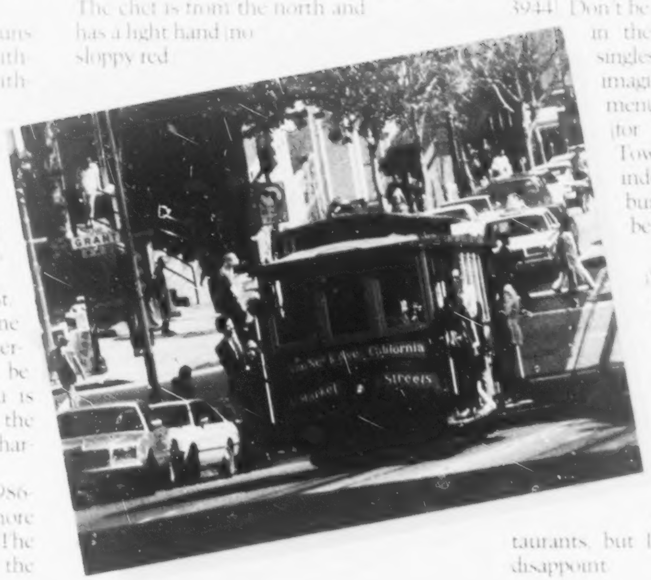
• **The Mandarin**, Ghiradelli Square (673-8812). This is the Chinese restaurant for people who aren't enamored of Chinese food. What's offered is well-prepared, and the setting—unlike the Chinese restaurants in Chinatown and on Clement St.—is exquisite. No rush, no fuss. (Expensive.)

• **Trader Vic's**, 20 Cosmo Place (776-2232). Although the Trader is gone now, his memory lingers on. Toût society goes to Vic's, and it shows. What's offered is beautifully prepared and nicely served in pleasant surroundings. Ask to sit in the Captain's Cabin, so to avoid frou-frou Polynesian decor in the main room (unless, of course, you are into frou-frou Polynesian decor). And you don't have to order those silly drinks with the parasols, either. (Expensive.)

• **Balboa Cafe**, 3199 Fillmore St. (921-3944). Don't be put off by the "meat rack" in the front room; beyond the singles' bar is a wonderful and imaginative restaurant with a menu designed by the legendary (for San Francisco) Jeremiah Tower. The daily specials are indeed special, and the hamburgers are sub-lime—the best in town. (Moderate.)

• **Ciao**, 230 Jackson St. (982-9500). This is a new-tech Italian place that's sleek and stylish, with food to match. (Moderate.)

Oh, I could go on, but there are other guides that will provide more detail. I'm not offering money-back guarantees on any of these restaurants, but I do think that none will disappoint.



James Hoge

Robert P. Clark

Helen Thomas

John Irvin

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Challenges Ahead

ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle. Inland Daily Press Association Mid-Winter Convention, Houston, Feb. 25.

The Competitive Status of the Bell Operating Companies: Diversification and Its Impact on Consumers

ANPA Telecommunications Committee Chairman Uzal H. Martz Jr., president and publisher, Pottsville (Pa.) Republican. Testimony before the House Subcommittee on Telecommunications, Consumer Protection and Finance, Washington, D.C., March 13.

Newspapers: A Progress Report

James Hoge, president and publisher, Daily News, New York City. Women in Communications meeting, New York City, Jan. 23.

The Slippery Subject of Credibility

Robert P. Clark, vice president/news, Harte-Hanks Newspapers, San Antonio. Georgia Press Institute seminar cosponsored by the Georgia Press Association and the Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Feb. 21.

Presidents and the Press

Helen Thomas, United Press International White House bureau chief. Remarks made in receiving the annual William Allen White Foundation Award for Journalistic Merit, University of Kansas, Lawrence, Feb. 10.

Politics and TV . . . Some Suggestions

Don Hewitt, director and producer, CBS News. Remarks made in receiving the annual Sol Taishoff Award for Excellence in Broadcast Journalism, National Press Foundation awards dinner, Washington, D.C., Feb. 25.

The Defense Partnership and the Obligations of Leadership: Shared Responsibility in a Free Society

U.S. Secretary of Defense Caspar W. Weinberger. Institutional Investor seminar, Palm Beach, Fla., Jan. 10.

The Trading Game

Howard Hart, president, Canadian Pulp and Paper Association, Montreal. CPPA annual meeting, Montreal, Jan. 31.

The Role of Advertising in Worldwide Media Development

International Advertising Association's Global Media Commission white paper released Jan. 6, New York City.

From the ANPA Pressroom Options III Symposium, Chicago, March 18-19:

Offset vs. Flexo

John Irvin, director/operations, Times Publishing Co., St. Petersburg, and Boykin Wright, vice president/operations, The Miami Herald Publishing Co.

Decisions on New Press Equipment

James O'Dell, vice president and director/operations, Sentinel Communications Co., Orlando.

Offset Developments 1986

James D. Hitchman, assistant vice president/production, Ottaway Newspapers Inc., Campbell Hall, N.Y.

The Changing Scene—A Blend of New and Old

Steven L. Derman, director/operations, The Hartford Courant.

Newsprint Specifications and Color

William J. Hee, manager/purchasing, Gannett Supply Co., Arlington, Va.

Solving the Goss Folder Problem

Leonard Subach, manager/double-width folders, Rockwell International Corp., Graphic Systems Division, Chicago.

ANPA *Calendar*

APRIL

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.
April 7-11

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va.
April 7-11

ANPA pre-Convention Board of Directors and Foundation Trustees meetings
Silverado Hotel, Napa Valley, Calif.
April 18-19

ANPA Foundation-AEJMC Cooperative Committee on Journalism Education meeting
Sir Frances Drake Hotel, San Francisco
April 19

ANPA Human Resources Committee meeting
Fairmont Hotel, San Francisco, April 20

ANPA presstime Advisory Committee meeting
Fairmont Hotel, San Francisco, April 21

ANPA Annual Convention
Fairmont Hotel, San Francisco
April 21-23

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va.
April 21-25

ANPA Board of Directors and Foundation Trustees post-Convention organizational meetings
Fairmont Hotel, San Francisco, April 23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, April 28-30

MAY

ANPA Management Development Workshop
Omni International Hotel, Norfolk, Va.
May 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.
May 5-9

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va.
May 19-23

JUNE

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va.
June 2-6

Libel Law and the Press: Myth and Reality Conference sponsored by ANPA and the Institute of Bill of Rights Law
Marshall-Wythe School of Law, College of William and Mary, Williamsburg, Va.
June 5-6

Budgeting Workshop sponsored by ANPA and the International Newspaper Financial Executives
Chicago Marriott, June 9-10

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Mark Resort, Vail, Colo.
June 18-21

ANPA Labor Relations and Technology Seminar
Georgia World Congress Center, Atlanta,
June 20-21

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta,
June 21-25

ANPA Executive Committee meeting
Georgia World Congress Center, Atlanta,
June 23

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.
July 7-11

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va.
July 21-25

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over-set

Listen up: Newspapers, radio in perfect union

Since the first one went on the air in 1969 in St. Paul, there has been a proliferation of services devoted to reading newspapers and other current publications over the radio for people who are blind or have other handicaps.

Today, there are 115 nonprofit "radio reading services" in the United States. For the most part they operate on subchannels of public FM radio stations and make special receivers available without charge to "print handicapped" people.

"The most important thing that any reading service provides is its local newspapers," says Rosanna L. Hurwitz, president of the Association of Radio Reading Services, an international organization.

The three-year-old Western Massachusetts Radio Reading Service is typical of the program. It has about 100 volunteers who read, among other things, both Springfield newspapers.

Hurwitz hopes that the services will continue to grow. While they currently reach about 150,000 people, estimates of the number of eligible range from 3 million to 11 million, she says.

Nancy Palmieri/Springfield Newspapers

Radio reading at the service.

For Hank Imwold of Linthicum, Md., newspapers provide more than just food for thought. They also serve as a good mulch for his vegetable garden. The newsprint helps control weeds, holds moisture and is available in large quantities at low cost.

The newspaper market in Dedham—and Waltham—is the liveliest anywhere

Like orphans passed through a series of foster homes, two Massachusetts dailies have had five owners in the past 20 months. But now, as part of a 19-paper acquisition by Harte-Hanks, The Daily Transcript in Dedham and The News-Tribune in Waltham hope their ownership will endure.

Their pass-along phase began in August 1984, when the Gillett newspaper group in Nashville acquired the Post Corp. of Appleton, Wis., which had owned the papers since the 1970s. Four months later, Gillett sold the Massachusetts dailies to Thomson Newspapers, which in another eight months turned them over to New Jersey-based Garden State Newspapers, which in turn sold them to Harte-Hanks.

No longer orphans, the Transcript and the Tribune have joined The Middlesex News in Framingham, owned by Harte-Hanks since 1971, to form a regional family of three dailies and 10 weeklies, with total circulation approaching 300,000.

And more siblings may be added. "We are interested in acquiring additional properties in this area," says James W. Hopson, publisher of The Middlesex News and president of Harte-Hanks' Northeast Region.

Recalling the Resistance

Babes van Dillen Clinton, wife of J. Hart Clinton, publisher of The Times of San Mateo, Calif., is author of a newly published book about her experiences as a member of the resistance movement in Holland during the Nazi occupation in World War II. Called *Give Terry a Bone*, the book is based partially on diaries she kept during the five-year period.

Copies are available for $12.50 plus $1.50 postage from Blue Tulip Press, 110 South El Camino Real #113, San Mateo, Calif. 94402.

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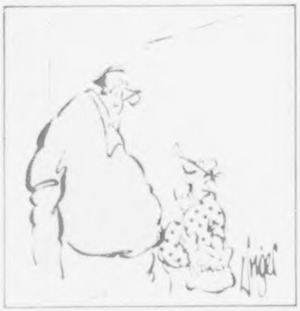

"I ran out of newspapers. Whaddyer want to know?"

Newspaper numbers

453,600—number of employees of U.S. newspapers at the end of 1985 (a record).

13,520—number of dollars a 1985 journalism school graduate could expect to earn in his or her first year at a U.S. daily newspaper (median figure).

64.6—percentage differential in 1985 between the rate of higher-priced national advertising and retail advertising.

4.4—percentage by which the average price of a U.S. newspaper increased in 1985.

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